TRUMAN TO CONFERENCE WITH RADIO TODAY

New Security Code Announced By MacArthur

Provisions Given To Radio And TV Representatives

**President Addresses Nation Tomorrow**

President Truman tomorrow will be heard on the major radio networks in an address to the nation in which he will outline his plans for putting the nation on an emergency war footing. Of particular interest to this industry is the possibility that the Chief Executive may impose wide industrial and manpower controls, including the taking over of telephone and telegraph stations as well as virtual direction of the nation's radio stations. Mr. Truman's address on the network is scheduled to be heard starting at 10:30 p.m.

Daytime Hour Sellout Reported By NBC-TV

Gives Radio Credit For Business Boom

**To Talk Measures To Meet Current Emergencies**

Washington — Members of the Broadcast Advisory Council will have their initial meeting here today by conferring with President Truman and high Government officials on radio's part in the current emergency. Headed by NAB President Justin Miller, the council will first call on Secretary

N. J. Web Conducts “Emergency” Test

New Jersey's state-wide emergency radio network operating under the office of civil defense, conducted a “test” emergency broadcast Tuesday afternoon.

The trial run was held to determine the effectiveness of the emergency network established by the New Jersey Broadcasters Association, and to inform the public of the

Call For Automobile Radios On Increase, Survey Shows

A sharp increase in the number of automobiles which are radio equipped is revealed in a survey made by the Broadcast Advisory Council, conducted by the office of civil defense, conducted a “test” emergency broadcast Tuesday afternoon.

The trial run was held to determine the effectiveness of the emergency network established by the New Jersey Broadcasters Association, and to inform the public of the

Cutbacks? Washington — Manufacturers of loud speakers and magnets have been summoned to meet at 10 a.m. today with NPA, which expects to tell the industry that cutbacks in certain vital materials in the speaker and magnet industry will be necessary for defense. Representatives of the nation's leading manufacturers will be present.
FRANK BURKE

Editor

VIRKOS

Business Manager

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Eilifelt Whoa, San Jam P. R.; P. O. Box 3385. 7-6338. N. Y. Daily, 120.00. Address all communications to Radio Daily Bureau: Antal, ROME BUREAU: John PortHearl, Ludgate, Ethel Rosen. Office Manager 4315 Ruell Avenue. Phone: Franklin 2-3338.

Established Feb. 9, 1937

X. M. S. N. W

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Six AM Applicants Received By FCC

FCC HEARINGS

Washington—Applications for six new AM stations and a TV out-
let have been accepted for filing by the FCC. The AM facilities
sought are:

- Greater Illinois Broadcasting Co., St. Charles, Ill., for 1560 kc., 500
  watts daytime only.
- Kenneth Beaufait and Monroe MacPherson, doing business as
  Jonia Broadcasting Co., Jonia, Mich., for a new station on 1490 kc., 1 kw.,
  daytime only.
- Booth Radio & Television Stations, Inc., for 1470 kc., 1 kw.,
  daytime at Lansing, Mich.
- Kelly Bell and J. C. Stallings, doing business as Braxspour
  Broadcast Co., Freeport, Tex., for 1440 kc., 5000 watts, unlimited.
- City Broadcasting Corp., Nashua, N. H., for 1340 kc., 250 watts,
  unlimited, contingent on WEIM va-
  lue changed to 1490 kc., 250 watts, unlimited.
- Philadelphia police chiefs and other civic leaders
  agreed Thursday to continue fighting
  a proposed billboard in the city.

Applications to change facilities have been accepted by the follow-
- KSBY, Billings, Mont., to change
  power from 50 to 250 kw., and increase power from 250 watts to
  1 kw., amended to change trans-
  mitter from 1240 kc. to 920 kc., and antenna height 1055 feet above
  average sea level.
- KDSX, Denison, Tex., change from
  1220 kc. to 950 and hours of
  operation from daytime only to
  1 kw., days, 500 watts, nights.

Power Plant Aids WIBX

Utica, N. Y.—When the storm
struck Central New York recently,
WIBX, CBS outlet here, was the only station which continued to
serve the area. The reason is that over a year ago WIBX prepared for
times like these by installing an
emergency power plant in its new
5,000-watt transmitter station at
Clark Mills. When the power from
Niagara thru the Mohawk Niagara
Corp. failed at 3:48 p.m. Saturday
the automatic switch from commer-
cial power to the WIBX powerhouse
supply was made and WIBX was
enabled to continue to provide its
regular program service. Their 11.
3 p.m. newscast was interrupted
and coverage of the highlights of the
disaster, with actual tape record-
ings of interviews with fire chief,
police chiefs and other civic leaders
in this area.

Sponsored Appearance

Philadelphia — A five-year-old
Philadelphia girl who recovered from
rheumatic fever under the care of
the help that the city's Community Chest
was a special guest on CBS-TV's "Ken Murray Show" Saturday, Dec.
2. Her appearance was sponsored by the
Community Chests of America, of
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Washington Bureau of RADIO DAILY

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Washington Bureau of RADIO DAILY

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Washington Bureau of RADIO DAILY
N. J. Web Conducts "Emergency" Test

(Continued from Page 1) existence of the state-wide radio alert system.

At 1:05 p.m., the office of civil defense in Trenton notified the New Jersey state police to alert all AM and FM stations for a 2 o'clock emergency broadcast. Advance information of the test was known only to four top executives.

Promptly at two, a network of radio and FM stations, covering the entire state, aired a six-minute broadcast originated by WTQO (FM), Trenton. It consisted of talk on the emergency defense setup by Governor Alfred E. Driscoll, and Leonard Dreifuss, state director of civil defense.

Preliminary reports on the special broadcast indicate it was an operational success, a defense spokesman said. Many stations cancelled their commercial programs to air the emergency test broadcast. And in addition, most stations interrupted their regular broadcasting to air announcements calling attention to the 2 o'clock broadcast.

The New Jersey emergency radio network operates with an FM relay system.

WFIL Reports News Beat

Philadelphia—Within a half-hour of the sentencing of Harry Gold as a courier for a foreign spy ring, WFIL aired an exclusive statement by U. S. Attorney Gerald A. Gleeson, who prosecuted the case against the Philadelphia chemist. The sentence was handed down by U. S. District Judge James P. McGranery shortly before noon, and the station broadcast Gleeson's remarks at 12:15 p.m. WFIL special events man Jim Rubenstein took a minotape recorder to the courtroom and interviewed the prosecutor immediately after the sentence was announced.

California Commentary

By ETHEL ROSEN

Californa Commentary

- • • • The new KTLA Studio Theater, the largest exclusive television theater in the west, started housing "Dixie Showboat," the 11th. This is the second Paramount television production to emanate from the new facility. The Ina Ray Hutton All Girl Show has been originating from the theater since its acquisition by KTLA. . . . KTLA's "Moviestown, RSVP" weekly charade program, emerged Sunday (3rd) with a new format and a new sponsor, Rexall Drugs. Dick Lane remains as emcee, with Carroll Carroll and Jack Johnstone continuing on board of experts. . . . Marvin Lewis, Paramount studio radio director, returned from New York over the weekend where he conferred at the home office on tieups for the Bing Crosby starrer, "Mr. Music," which will be company's Christmas release.

- • • • Arch Oboler, producer-director and writer, has completed a full length motion picture titled "Five," based on his very popular idea of ten years ago which was presented on radio many times under the title of "The Word." Film which was filmed in secrecy, concerns itself with five people who are left alive in the world after radio-activity atomic dust has wiped out every other human being on earth. . . . Judy Canova has had her option taken up by Colgate for another year—now going into her sixth year under that sponsorship. . . . Harry Babbitt is the new emcee of KTLA's "Bandstand Revue" and "Hollywood Opportunity." Paul Harvey commentator whom Ralph Edwards sent to Africa to look for a diamond returned not only with the diamond but the skills of two man lion which he actually killed while on safari. . . . Jimmy Wakely has returned from New York after guesting on Bob Hope's Thanksgiving Day TV show. . . . Don C. Martin, director of School of Radio Arts, has expanded their educational program to include the complete field of television instruction. . . . The Jack Benny show will be heard from Palm Springs for the next two weeks, returning here for the Dec. 17th broadcast. . . . Roy Rogers touring 23 metropolitan centers on a good-will and safety campaign, did not change his itinerary—despite record smashing wind and snow storms, as per schedule, he appeared in Huntington, W. Va., on the 29th, winding up his tour in Birmingham, Dec 3rd. . . . The Dennis Day show has been renewed on NBC for 32 weeks by Colgate-Palmolive-Peet. . . . Fin Hollinger has resigned as manager of KIST (Santa Barbara) after 31/2 years to become general manager of KPOA, Mutual affiliate in Honolulu, effective January 1. President Harry C. Butcher will personally supervise KIST.

- • • • As a result of N. Peter Rathvon's venture in producing the first Pulitzer Prize Playhouse film for video, "The Pharmacist's Mate," understood several major studios are interested in putting in a bid for the filming of Pulitzer Prize Playhouse shows out here. Schlitz Beer Company is financing the project. Y & R is the agency. . . . A top Hollywood talent agency is reading TV shows for both Bob Burns and Beat Irvis. . . . Shirley Mitchell and Cathy Lewis have been acquired on the "Great Glidersleeve" show. . . . Dorothy McCarthy, Composer Victor Young's secretary, has joined the Ken Lane Singers on the Car- nation Contented Hour, as well as being heard in the Lucky Strike com- mercials on the Jack Benny program. . . . Thirty children from a Los Angeles orphanage will take part in the two-hour "Jack Gregson Show" Christmas Day and will be gifted with toys sent in by viewers in a drive started by Gregson, Nov. 27th.

New Security Code Issued By MacArthur

(Continued from Page 1) no way as censorship or in any way as a political smear.

Col. Marion P. Echols, General MacArthur's public relations officer, made the announcement to representa- tives of radio, networks, TV, press, wire services and to correspondents from newspapers and magazines. Col. Echols said that correspondents in Korea would be asked to file with the nearest public relations officers copies of all articles concerning mili- tary operations within forty-eight hours after filing.

Four Subjects Outlined

Four subjects were outlined by Colonel Echols as information that correspondents should refrain from discussing. These subjects are:

1. Information regarding planned military operations or movements in progress—except movements of small fry. Infirm contact with the enemy of which the enemy naturally was aware.

2. Enemy movements with respect to United Nations military bound- aries—division lines between corps or divisions, for example—except movements of small fry. Infirm contact with the enemy of which the enemy naturally was aware.

3. Effectiveness of specific items of United Nations or enemy materi- al—guns, tanks, planes and other equipment.

4. Reported actions or locations of friendly troops below division strength or separate United Na- tional commands except when in firm contact with the enemy.

Music Stressed On WDas

Philadelphia, Pa. — During the broadcast of the station this year, an almost endless procession of music will flow daily from WDas. By the express wish of the station's owners, Mr. and Mrs. A. Leon, himself a musician of note, music programs on the station will be varied enough to suit every taste. "Morning Music Hall," which starts at 8 o'clock, will provide light clas- sical music. Directly after that, at 9, is "Kiddie Classics," the inning for small fry, Past-moving polkas and westerns follow and are climax- ed at noon with "Hitchin' Post," which is emceed by Slim and Ru- thie Swigert. Latest recordings of name bands occupy most of the after- noon. From 5 to 6, show music makes up the fare of "Music a la Carte," and evening listeners hear the "Hour of Nocturne" featuring concerti and symphonies.

Gets WEVD Renewal

The Jewish Philosopher, radio's longest running Jewish program, has been renewed for the fourteenth consecutively year by the Carnation Company. Through Elenstein, Bayley & Co., Inc. The Jewish Philosopher appears daily at 2:00 p.m. exclusively over station WEVD, New York.
Champagne or not, whooping it up with THESAURUS is everyday common sense for saleswise broadcasters, because THESAURUS productions put sponsors in the big time at affordable cost. Not only put 'em there, but hold 'em there—with the showmanship and big names that pile up the listening.

One year ago, THESAURUS promised something new and different in ready-to-air programs. Subscribers tell us the results are even better than promised!

The "new era" in Thesaurus... A PROGRAMMING PLEDGE FULFILLED!
A broadcaster's best friend...
THIS YEAR'S EXCITING "NEW ERA" IN THESAURUS HAS BROUGHT US BUSINESS WITH A CAPITAL "B"!

Look

at THESAURUS' record! 10 great new shows ... 25 new top name artists—and all this in one action-packed year.

Yes, THESAURUS productions are complete commercial programming packages, designed with you and your sponsors in mind ... written, produced and transcribed by people who know radio and its specific needs. THESAURUS shows are fully scripted. They have the themes, voice-tracks, tie-ins, cross-plugs—everything it takes to win sponsorship and build listenership.

THESAURUS provides you with plenty of selling ammunition too:

SPONSOR-SELLING BROCHURES AND MERCHANDISING PLANS
AUDIENCE-BUILDING PROMOTION KITS
SALES-CLINCHING AUDITION DISCS

Plus...

hit tunes before they're hits
inspiring mood music
special holiday programs
time & weather jingles
commercial jingles
many production "extras"

Thesaurus' "new era" is one year old!
Spread one of these on a prospect's desk ... and you've got another sponsor!

A broadcaster's best friend... Thesaurus
Detroit — FCC Examiner James D. Cunningham has ruled on three motions by attorneys for G. A. Richards and reserved ruling on another FCC hearing on the license renewal applications for WJR and WGAR, three 50,000-watt stations owned by G. A. Richards.

Cunningham denied a motion by Attorney Joseph W. Burns to strike memos and letters from Richards to Leo Fitzpatrick, former WJR general manager. Burns made the motion because the letters and memos expressed private opinions rather than instructions and did not relate to KMPC broadcasts. In denying Burns' motion, the Examiner said the memos were relevant to the issue of whether or not instructions were issued to promote personal political, social and economic viewpoints on the air.

Reserves Newscast Ruling

The Examiner reserved ruling on Burns' motion to strike all evidence relating to KMPC newscasts from July, 1942 to September 29, 1947. Burns based the motion on charges that the FCC suppressed records and other memos and letters monitored by radio reports. In delaying his decision, the Examiner said the motion to strike evidence was premature and he would submit a decision later when deciding the entire KMPC case.

Burns' motion to strike the testimony of R. P. Anderson, former KMPC newscaster, was granted because of Anderson's status at KMPC. Anderson was a substitute for two weeks for KMPC newscaster Norman Nesbitt, because Nesbitt had been subpoenaed by the FCC. Another KMPC newscaster had told him to play down Henry Wallace.

Won't Subpoena Cottone

Cunningham denied Burns' motion to subpoena FCC counsel Benedict Cottone to produce additional record and documents relating to radio reports. Cunningham said, "If FCC counsel will state he was no more records, that is sufficient."

Richards' request for license renewal application of his three stations has been received, Cunningham said, and he would submit a ruling later.

City Council Pays Tribute

The City Council of Detroit volunteered its support for the Goodwill radio station by unanimously passing a resolution urging the FCC to grant WJR a license renewal.

FCC Examiner Rules
On Richards Motions

WJR and WGAR, three 50,000-watt stations owned by G. A. Richards, personally, or his stations will Station by unanimously passing a resolution urging the FCC to grant WJR a license renewal.

Motorola's Galvin Asks
Educational-TV Bands

Pledging his support for the assignment of television channels to non-commercial educational use, Paul Galvin, president of Motorola, Inc., today became the first of the major television manufacturers to support the move which was urged on the FCC last week by Merl In Aylesworth, former ABC precinct, and seconded by Frieda Hennock of the FCC, Galvin's statement maintained: "Television can be the greatest teacher of all time, effective in every educational field from children's education to medicine, agriculture and all phases of adult education."

Stressing that this is a question of planning and establishing principles, Galvin noted that full scale utilization of television in education is many years away, if only because of the financial limitations of most educational institutions. As the educators who now are urging the use of television presently conceive their plans, channels would be assigned to non-commercial educational use or commercial stations would devote specified numbers of hours per week to educational programming, produced by schools and colleges. Galvin's statement maintained that education is not the financial limitations of most educational institutions. As the educators who now are urging the use of television presently conceive their plans, channels would be assigned to non-commercial educational use or commercial stations would devote specified numbers of hours per week to educational programming, produced by schools and colleges. Education, Galvin said, "Since some $7,000,000,000 in public and private funds now is being spent on education each year, it is conceivable that a portion of this money be spent on teaching by television."

Call For Auto Radios
Grows, Study Shows

(Continued from Page 1)
working order, 42.7 per cent had a radio turned on during three to four o'clock on Saturday afternoon.

2. In automobiles with radio turned on, 69 per cent of those questioned identified a particular station. In automobiles with radio turned on, 69 per cent of those questioned identified a particular station.

3. Average number of passengers in the 1948 automobiles was 2.1 per auto, representing 10 men, 8 women, and 3 children.

Interviews were made while automobiles halted for traffic signals.

Vadeboncoeur Honored
At Premiere Of Movie

Syracuse, N. Y. — E. R. Vadeboncoeur, vice-president and news commentator at WSYR, was awarded a scroll of commendation for his "keen interest in civic affairs and his daily impartial analysis of the news" at the conclusion of his special broadcast recently from the stage of the Paramount Theater, Syracuse, by Richard Feldman, theater manager.

The news analyst's 12:15 broadcast was aired from the theater stage in conjunction with the first showing here of "An American Guerrilla in the Philippines."
Send in this Coupon—> Today

TO RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.

---

Send me the 1950 RADIO ANNUAL (1280 pages) and the next 260 issues of Radio Daily (full year’s subscription).

U. S. and Canada, $15 per year. Foreign, $20 per year.

NAME ........................................

TITLE ........................................

COMPANY ....................................

STREET ADDRESS ............................

CITY AND STATE ............................

The Book of The Year

COMPLIMENTARY TO ALL SUBSCRIBERS OF RADIO DAILY

One Year Subscription
(260 Issues) $15.00

The 1951 RADIO ANNUAL is now in intensive preparation
TV 'Real' Medium, Weaver Tells SBC

(Continued from Page 1)

Broadcast Conference in Chicago yesterday.

Maintaining that those who don't watch hits are "statistically insig-

nificant," Weaver the basic aim of NBC television is to attract as

many viewers as possible by pre-

senting programs that appeal to

most of the viewers most of the
time. This does not mean, he em-

phasized, that shows must be lec-

tured to viewers, but, instead, that the most

popular categories must be deter-

mined and then the programs with-

in these classifications made as
good as possible.

Weaver called television "the

most important single factor in the

American family today," and said

that rather than catering to special

interests he believed that at the

present time existing shows should

be used to widen the interests of

the average viewer, such as using

operative sequences in the radio

broadcasting business. He started in

radio as an engineer and helped

build a number of the pion-

eeer stations in the Mid-

western United States. Later he was a

consulting engineer at the Home

program and went through the entire

procedures of the newsroom from

announcing to president. John

is president-owner of the Feiz-

er Broadcasting Company, operating WIFB, CBS show in

Grand Rapids, WKZO, also CBS in Kalamazoo and

WKZO-TV, which is affili-
ated with the four TV net-

works. In addition, he is

vice-president of KXL, 50

kilowatt ABC outlet in Well-

tool, (a), John is a veteran of

the National Broadcasting Com-

pany and later joined the famous Elsen-

hower radio mission in ETO.

Since the war John has been

in the construction of Califor-

nia's new Radio City for AM

and TV, and has found it

time to serve on the board

directors of the American National Bank of Kalamazoo

TODAY'S TV Personality:

JOHN E. FEIZER comes to TV after thirty years in the radio broadcasting busi-

ess. He started in radio as an engineer and helped build a number of the pio-

neer stations in the Midwest. Later he was a consulting engineer at the Home

program and went through the entire procedures of the newsroom from

announcing to president. John is president-owner of the Feiz-

er Broadcasting Company, operating WIFB, CBS show in

Grand Rapids, WKZO, also CBS in Kalamazoo and

WKZO-TV, which is affili-
ated with the four TV net-

works. In addition, he is

vice-president of KXL, 50

kilowatt ABC outlet in Well-

tool, (a), John is a veteran of

the National Broadcasting Com-

pany and later joined the famous Elsen-

hower radio mission in ETO.

Since the war John has been

in the construction of Califor-

nia's new Radio City for AM

and TV, and has found it

time to serve on the board

directors of the American National Bank of Kalamazoo

IN REVIEW: When it comes to slick professional production, the Vaughn

Monroe stanza on CBS-TV, Tuesday nights stands out among favorably the

best TV has to offer. It is smooth, moves at a fast pace, and is always appealing

to the eye. The show doesn't hit the mark every week, but considering

that the basic elements comprising the musical, consists only of a name singer

(Monroe), his band and a small vocal and dance chorus, it is a tremendous

achievement, which is well worth the interest of musical entertainment. . . . A top-flight movie, a rarity on television, is scheduled by WABD, New York, for Saturday at 7 p.m. It's "The Private Life of Henry VIII," starring Charles Laughton. . . . CBS-TV will present a religious festivity, the "Christmas Overture," composed by CBS-TV musical conductor Ben Ludlow, with orchestra of the Philadelphia Orchestra under Eugene Ormandy from Philly's Academy of Music preceding the holiday. . . . A word of praise to WCPO-TV, Cincinnati. A few hours after the spectacular Cincinnati Waterproofing Company explosion and fire which killed three persons and injured 18, the station aired on-the-spot films taken by its own cameramen during the height of the blaze.

SCREEN STARS Edmund O'Brien and Olga San Juan—his wife in private

life—should add luster to the "Peter Lind Hayes Show," when they guest

on the NBC-TV stanza tonight at 8:30 p.m. . . . Carole Roberts, versatile red-

headed actress, has been added to WOR-TV's "Jack Linder's Bowery Music

cast". . . . Local disc jockey Hal Tunis now does six weekly TV shows

in addition to four different stations. . . . Lisa Kirk, Broadway singing star, is considering

several offers for her TV package show, "Letter from Lisa. . . . Jerry Fairbanks has begun production of a new commercial film features, "The Big Moment," with radio announcer Ken Carpenter narrating. . . . Diana Lynn and Lon McCallister are slated for lead roles in CBS-TV's Lux Video Theater's offering on Monday, Dec. 18. More and more more pictures movies are joining the TV bandwagon with their studio's permission of course. At this point, only three major movie outfits are still holding out against the impossible. They are Warner Brothers, 20th Century-Fox and Metro. . . . Don Ameche appears with Jimmy

Aparicio and Rita Carroll on their DuMont ater this Friday. . . . Two annual football classics, the Orange Bowl and the Rose Bowl games, will be presented on film over the CBS-TV network, according to present plans. WTVI, Miami, will carry the Orange Bowl game by the three outlets-KTVI, WTVI and KTMB, Chicago.—will pick up the Rose Bowl for California viewers.

Radio Advisory Unit

Meets Truman Today

(Continued from Page 1)

Sen. Thomas Hart Benton of State Dean Acheson at 10:15 a.m. Following a brief session with the Secretary of State the broad-

casters and manufacturers compos-

ing the council will meet with Ed-

ward W. Barrett, Assistant Secre-

tary of State, and Francis H. Russell,

director of the department division of Public Affairs.

At 12:15 p.m. the group will call

on President Truman, then go to

the Pentagon for lunch with depart-

ment heads of the department of defense, including Clayton Fritchie, director,

Office of Public Information, and the heads of the Information and Radio Divi-

sions of the Armed Services.

General George C. Marshall, Secre-

tary of War, will receive the council at 2 p.m. and give a briefing on the international situation as it relates to defense.

At 4:30 p.m. the council is sched-

uled to meet with Secretary of Com-

merce Charles Sawyer and Admin-

istrator William H. Harrison of

the National Production Authority.

Judge Miller said today's session

comprised an "exploratory mission." He recalled that in World War II

broadcasters volunteered their ser-

vices early and "today they will offer full coopera-

tion again."

Serving with Miller on the broad-

cast advisory council are J. R. Pop-

pelle, TBA president; Robert C.

Sprague, R-TMA president; Seymour

N. Siegel, president, National As-

sociation of Educational Broadcasters; Frank White, MBS president; Frank M.

Russell, NBC vice-president; Robert

E. Corman, chairman, Public Television Fund; W. R. McClung and

Charles Gammons, CBS vice-president; Chris Wittig, director, DuMont TV net-

work; George Q. Mollen, ABC, Chicago; Cincinnati; A r t h u r B. Church,

KMBZ, Kansas City; William H. Fay,

WHAM-AM-FM-TV, Rochester; N.

Gordon Enterprises; Gilmore Nunn, the Nunn Sta-

tions; G. Richard Shafter, WIS, Col-

umbia, Miss.; Clair R. McCollough, WGAL, Lancaster; Roger W. Clipp,

WFFIL, Philadelphia; I. R. Louns-

berry, WGR, Buffalo; A. Frank Kat-

zentine, WKAT, Miami Beach; Ralph W. Handy, NAB director of govern-

ment relations, who serves the coun-

cil as secretary, and Robert K. Rich-

ards, NAB director of public rela-

tions.

WWRL Signs 3 Renewals

Three renewal contracts were received by WWRL, New York, from the F. & M. Schaeffer Brewing Company, Charles Sawler, for 52

weeks, the half-hour, weekly "Continental Varieties" program conduc-

ted by Max Rosenthal, effective yester-

day. The beer company also re-

ceived for 26 weeks its weekly soccer news program, and is condu-

ting its spot contract of six an-

nouncements weekly for another 26

weeks. Batten, Burton, Durstine &

Osborn, Inc. is the agency.

Radio Daily—Television Daily

Thursday, December 14, 1950

WHA Announcer To WDSU

New Orleans, La.—Latest addition to the WDSU announcing staff is Cliff Roberts, formerly chief an-
nouncer at WHA, Madison Wisc.

WWRL Signs 3 Renewals

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nouncements weekly for another 26 weeks. Batten, Burton, Durstine &

Osborn, Inc. is the agency.
Korean Authority On WTIC

Harford, Conn. — Calendar Yale interprets the News" series recently demonstrated the timeliness of its discussions of news behind current headlines when the program presented Richard L. Walker, assistant professor of History at Yale and an authority on Far Eastern military and political strategy, in a discussion of "The War in Korea." Walker had lived for several years in the Far East. The Yale broadcasts are presented by WTIC as a public service and are conducted by the station's public relations director, Bernard Mullina, who travels to New Haven weekly to originate the show on the Yale campus.

WHOP Has Public Service Program

Hopkinsville, Ky.—WHOP airs a 30-minute program every Sunday afternoon, paying tribute to some citizen of the community or to one of its outstanding charitable, civic, religious or educational organizations. The program is designed to acquaint the public with the deeds of these outstanding citizens in an effort to promote civic-mindedness within the community. The tributes to the organizations are produced with the same thought in mind, and feature the "insider story" of the operation of these organizations. The human interest angle is often used and guest speakers participate frequently.

Church Of The Air For WTAG

Worcester, Mass.—The CBS "Church of the Air" originated at the WTAG studios, Dec. 10 and featured the Most Rev. John J. Wright, Bishop of St. Paul's Cathedral in the WTAG studios, Dec. 10 and featured the Most Rev. John J. Wright, Bishop of St. Paul's Cathedral in

MCML—National Committee on "Recommendations for the Blind." Tuesday in the Astor Hotel, raised 

YORK, at its Christmas luncheon attended by many members and guests for the Light Productions taking the "Obsession" mystery cast of the New York Ad

MBS' "Juvenile Jury" at brunch at the Statler Hotel, Washington. The youthful jury members were guests of the National Press Club Wednesday night at the annual Father and Daughter night. An honorary life member named Harry S. Truman and his daughter, Margaret, also were guests.

GEORGE S. McMILLAN, vice-president of Bristol-Myers Company, will address the Advertising and Selling Course of the New York Ad Club on Feb. 16. His topic, "Advertising and Selling—The Biggest Job Ahead."

ADVERTISING CLUB OF NEW YORK, at its Christmas luncheon Tuesday in the Astor Hotel, raised $20,000 in contributions from the members and guests for the Light: House Association for the Blind. Fifteen-hundred persons were present.

WILLIAM JACOBY has been appointed art director for the Emil Mogul Company, Inc. He was formerly art director for Dorland, Inc.

TERRANCE A. HAYWARD has joined the Los Angeles office of the Katz Agency, Inc.

ADELE GODWICK has returned to her job as advertising and publicity manager for Starrett Television Corporation, after a month's absence.

MARY DOWNES, formerly with Sophie Goode Stewart, has joined the creative staff of Hilton & Riggio, Inc.

MacGregor Adds Stations

Hollywood—MacGregor Transcription Company announces new contracts signed on their music library and dramatic shows. Stations recently signed include KATO, Reno, Nevada; KENM, Portales, New Mexico; KLCB, Libby, Montana; KFDR, Grand Coulee, Washington; KDLA, DeRidder, Louisiana; WKBS, Oyster Bay, L. I., New York. Their topic, "Advertisements taking the "Obsession" mystery show are, KFRE, Fresno, California, and WBBM, Chicago, Illinois. Two additional subscribers taking the "Hollywood Theater of Stars" program are, WIC, Davenport, Iowa, and WONW, Defiance, Ohio.

WWRL And PAL Gather Toys

WWRL, in cooperation with the New York Police Athletic League, has begun its annual "Toys for Tots" campaign. Toys donated by listeners are distributed by PAL to needy youngsters at Christmas.
DuMont And Sprague Oppose "Profits" Tax

Washington—Robert C. Sprague, the president of the Radio-Television Manufacturers Association, and Dr. Allen R. DuMont, president of the DuMont Laboratories, opposed the proposed excess profits tax in testimony yesterday before the House Ways and Means Committee. Dr. DuMont called the proposed tax a "masquerade" and not the real solution to inflation.

Charles E. Sligh, Jr., chairman of the taxation committee of the NAM, also opposed the excess profits tax as "unsound, unworkable, inflationary and vastly over-rated as a good revenue producer."

Name Chatfield Pres. Of News Directors

Ben Chatfield, news director of station WMAZ, Macon, Georgia, was elected president of the National Association of Radio News Directors last Saturday at the final session of the organization's three-day convention in Chicago.

Other officers elected are Jim Bormann, WMU, Cedar Rapids, first vice-president; Tom Eaton, WTOT, Hartford, Conn., second vice-president; Soren Munkhof, WOW-TV, Omaha, secretary, and Sheldon Peterson, KLZ, Denver, treasurer.

Earlier in the day Dr. W. R. G.

(Continued on Page 4)

Demand Action Now In Richards Dispute

Washington—In a lengthy briefing filed with the FCC, Hugh Fulton, on behalf of G. A. Richards, KNPC; Hollywood: W. J. R. Detroit, and WGAR, Cleveland, requested that the Commission reconsider its design.

(Continued on Page 6)

AM Radio Stations Function During Blackout In Boston

Boston—Power failure in Boston and suburbs Sunday night failed to work any hardship on radio stations and broadcasters were able to carry on with emergency transmitter equipment after being off the air from one to three minutes.

The power breakdown occurred between 6:22 to 7:17 p.m., and most of the city was thrown into darkness. Radio stations in cooperation with the police department carried emergency bulletins advising the public of the power failure and urging them to be calm until service was restored. Portables and car radios were able to receive and convey this information.

A preview of Ed Sullivan's "Toast of the Town" program was in progress at the Boston Opera House.

(Continued on Page 7)

SUMMARIES

FCC Gets Request For Assignment To Gen. Tire

Washington—Applications for the formal transfer of Don Lee network properties to the General Tire & Rubber Co., Akron, headed by William O' Neill, who also heads the Yankee Network, have been submitted to the FCC for filing, the Commission announced yesterday. These ap-

(Continued on Page 2)

Summer Listening Up, WNEW Survey Shows

Declaring that figures prove radio has been selling itself short on the number of out-of-home listeners who tune in every day, Ira Herbert, vice-president and sales manager of WNEW, New York, yesterday released the results of out-of-home surveys made by Pulse in 12 counties in the Metropolitan New York-New Jersey area. The survey

(Continued on Page 5)

Phone Walkout Halts Allocations Hearing

Washington—The telephone strike has resulted in postponement of the FCC's hearing into the allocation of usage of inter-city video transmission facilities, scheduled to open yesterday in Washington. On petition of

(Continued on Page 6)

Cotton Bowl To NBC

The fifteenth annual Cotton Bowl football game will be broadcast exclusively by NBC Monday, Jan. 1, 1951 from Dallas, Tex. The game will be the second one broadcast by the network and sponsored by R. J. Reynolds Tobacco Company for Camel cigarettes. Bill Stern will describe the play-by-play action between the contestants.

(Continued on Page 2)

TvA Demands For Kine Repeats Studied

Although the TVA strike against the networks was averted Sunday through the signing of a two-year agreement, the broadcasters were faced yesterday with the problem of solving the union's demand on kinescopes and the possible extension of negotiations for actors' scales on the

(Continued on Page 5)

NAB Appoints Hough To Form TV Board

Washington—Harold Hough, WBAP-TV, Fort Worth, has been named chairman of the special NAB TV committee which will set up a separate TV organization within the NAB and recommended nominations for a TV board of directors. Other members of the TV committee are Robert D. Sweezy, WDSU-TV, New Orleans, who presented a resolution

(Continued on Page 7)

Mars Candy Renews Howdy Doody On NBC-TV

Renewal of two 15-minute segments of the Howdy Doody Show on NBC television by Mars, Inc., candy manufacturer, was announced yesterday by George Hoge, NBC Chicago TV sales manager. The candy

(Continued on Page 2)

Safer On TV? Louisville, Ky.—Departing from the pre-arranged plot Tuesday night's wrestling in Columbus Gym, an irate fan in the balcony hit WHAS-TV sports director Finnegan with an empty bottle, aimed at the referee who had just disqualified one of the gladiators. Both wrestlers jumped to Finnegan's assistance and helped him clean up.
COMING AND GOING

J. HAROLD RYAN, of the Fort Industry stations, and ROBERT T. MASON, president of WOSU, Columbus, Ohio, are at the home of Edward Alicoate of WNYE in New York last week and sat in with the WNYE board of directors. Ryan is a former chairman of the house of representatives, Mason a former member of the association's executive committee.

EDWARD SHURICK, radio market research consultant for CBS, is on his way to Charlotte, N. C., to address the Sales and Advertising Club of that city.

PEGGY WOOD, star of "I Remember Mama" on CBS television, yesterday went down to Baltimore with Gen. Lucas Clay, to help launch the Arthritis and Rheumatism Fund Drive of the Maryland Chapter.

FAYE DADY, assistant researcher for CBS Radio Sales, is on a business trip to the Southwest.

WILLIAM S. LACKY, winner in the CARE contest at WOOG, spent the week-end in New York doing the town as a guest of the American Broadcasting Co. A recording made during the party given him aboard the French liner Liberté will be heard on the Johnny Olsen Luncheon Club program.

E. C. HORSTMANN, chief engineer of ABC's central division, arrived in Gotham last week for conferences with officials of the network.

PAUL WHITMAN, a visitor in Chicago last week.

PAUL MOWRY, of ABC's New York sales department, is on a business trip to the Southwest.

FRED BERNSTEIN, station manager of WMAT, Trenton, N. J., accompanied by Mrs. Bernstein, is vacationing with his family in Charleston, S. C.

LOWELL THOMAS, Columbia network news-caster, on Friday was in Chicago to address the convention of the National Assn. of Radio News Directors which consumed three days at the Hotel Sherman.

HAL DAVIS, vice-president and director of publicity for Kenyon & Eckhardt, Inc., and HERB LANGON, director of radio and television publicity, on Sunday were in Boston on a special promotion in connection with the Boston remote of Ed Sullivan's "Toast of the Town."

JACK DONOHUE has arrived from Hollywood and has taken over production of the Frank Sinatra show on CBS.

AL MORGAN, script staff writer on "This Is New York" over WCBS, off by plane for Portland, where he'll spend three weeks combining business with pleasure.

EDMUND CHESTER, director of news at CBS, is spending his two-week vacation in Florida.

GRANGE CUTHBERT, Jr., commercial manager of WTIM, Charleston, S. C., conferred here last week with the national representatives of the station.

CLARK DENNIS has completed a number of radio and TV guest shots in New York and has gone to Washington for a four-week engagement at the Mayflower Hotel.

JACK KNELL, director of news and special events at WBT, Charlotte, N. C., returning to the station after having attended the NARAS convention in Chicago.

HENRIK HAHN, chief of the central program department of the Swedish Broadcasting Co. in New York, is on a business trip to the city.

PAAULA CARR, of Roberts & Carr Productions, has left on a trip to Cleveland, Dayton and Columbus to work in television-station offices.

Christmas TV Program
Set By Father Peyton

(Continued from Page 1)

Tuesday, November 21, 1950

FCC Gets Application For Don Lee Transfer

(Continued from Page 1)

Listen readers-per-dollar than any TV or radio station in Baltimore

You get a lot for a little*
During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV.

FIRST IN MICHIGAN

WWJ-TV Owned and Operated by THE DETROIT NEWS

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ
WILLIAM H. GREEN and George P. MacGregor have been elected vice-presidents of Kenyon & Eckhardt, Inc. Green has been an account executive with the agency since 1943. George P. MacGregor joined K&E as an account executive in March, 1949.

COMPTON ADVERTISING, INC., has been appointed by The Hubinger Company of Keokuk, Iowa, as its agency.

WALTER KANER ASSOCIATES, New York, has been named to handle publicity and promotion for the 7th Annual National Antique Show, to be held in Madison Square Garden March 3 to 8, 1951.

JOSEPH J. PTACIN, former advertising auditors for Admiral Corporation, has been named assistant to Seymour Mintz, advertising director.

GILBERT J. SUPPLE, formerly with McCann-Erickson, Inc., has joined the radio and television copy department of Lennen & Mitchell, Inc.

RICHARD G. GORDON, Jr., president of World Video, has joined Foley and Brockway as a partner and vice-president in charge of production. Gordon is transferring his World Video holdings to Foley and Brockway.

RICHARD MULLINS, formerly with Benton & Bowles, has joined the television department of Lennen & Mitchell, Inc.

KEITH A. CULVERHOUSE has rejoined the copy staff of Dorrance-Waddell, Inc., formerly O'Brien & Dorrance, Inc., following his return from the West Coast, where he was connected with the advertising activities of the Farmstorm Paper Mills of Pomona, Calif.

BERNICE E. CONNOR, formerly with Geare-Marston, Inc., has been named director of radio and television for the Buckley Organization, Philadelphia.

DONALD ARTHUR BLOMQUIST, formerly with Sullivan, Stauffer, Colwell & Bayles, Inc., has joined the television department of William Esty Company, Inc.

ROBERT COWAN, art director for Anderson, Davis & Platte, Inc., has assumed the additional responsibilities of Television art director.

BY SID WHITE

Man About Manhattan . . . .

- TAKING THE NEWS PULSE. Now that Pittsburgh daily newspapers have resumed publication, the radio stations can take a low bow for the services rendered the area during the strike. Not alone did they do an excellent public service job, but they aided in keeping the community informed with news on the local level. An interesting development has been the number of new advertisers which turned to radio during the emergency who are remaining on the air after sampling the effectiveness of the medium. . . . The motion picture, radio and TV industries will combine early next year to give a testimonial dinner to Bob Hope—and it's about time. He's their top good-will ambassador to the world. . . . Hubert Pryor's party-caking the CBS News Team in the current Look is probably the most complimentary tribute any mag has yet given a network. George all the way. In the same issue of the mag, the Look applauds Dep's sages out WNBC's gen'l manager, Ted Cott, and refers to him as 33, he's radio's 'boy wonder.' . . . Jerry Lester flew his whole "Open House" troupe to Cleveland over the week-end for a special show for the Newspaper Guild there and goes to Baltimore this week-end for a show for the Catholic Charities there . . . Al Helfer thinks they oughta call it the COLORumbia Broadcasting System now.

- Jack Barry created his "Juvenile Jury" originally as a satiric on panel shows—but his talented tots don't just satirize their elders, they pulverize 'em. When Milton Berle guested on a stanza recently, he bragged to the kids about his beautiful new girl friend who had "floated down from Heaven" and landed in front of him. 10-year-old Dickie Orlan snapped: "I saw her, Miltie. Too bad she landed on her face!

- With TV talent costs upped, potential sponsors will be searching for first rate shows that don't empty the treasury, so to speak. They might (as some already have) take a few hints from George Putnam's inexpensive, but high geared, "B'way to H'wood" sessions via DuMont Wednesdays at 10 p.m. This jet-propelled little stanza has rung up a 14.0 rating competing against shows costing ten times as much. Secret of George's success is simple. He merely hands out exclusive news bits, offers outstanding guests and delivers his stuff in dynamic fashion, thus all. This 6'2" movie-handsome reporter with his rich radio news background and his deft handling of people and stories on his six half-hour DuMont slots weekly, is the logical choice for any sponsor looking for a real TV buy.

- Jack Perlis tells of the two songwriters who were talking shop the other aye. One insisted that he loved the classical composers such as Chopin, Liszt and Tchaikowsky. "Not Tchaikowsky," fumed the other. "The last two songs I stole from him were flops."

- This Makes Sense Dep't: Ed Madden, NBC's veep in charge of video operations and sales, was asked by the Daily News' radio ed, Ben Gross: "On what do you base your opinion that television won't kill radio?" Ed's answer: "Because I think that if radio offers an outstanding program, such as our Sunday Nightly, 'Big Show' for example, it will draw a big audience, despite TV. In other words, a top-flight radio show will attract more listeners than a poor TV one."

CIRCUS GETS BALLYHOO

Orlando, Fla.—Tom Sawyer, disc jockey for WHOO, ABC's outlet in Orlando, Fla., who runs an early morning Wake Up show and also an afternoon show, went out all to let Central Florida know the circus was coming to town. For two weeks prior to the Circus Date he ran a "Circus Jingle Contest." The best rhyme or jingle about the circus each day was awarded two tickets to the circus.

EMPHASIS ON "740"

Orlando, Fla.—Emphasis on the number "740" will feature the promotional effort of WORX, Orlando, throughout 1951. The NBC affiliate's address is 740 North Orange Avenue, the Post Office Box number is 740 and Sammy Roen, promotion manager, has reserved 740 with the Florida Auto License Bureau as an identifying symbol on the cars of station personnel. WORZ broadcasts with 1,600 watts on 740 kilocycles.

NAME CHATTIFIELD PREXY

Of Radio News Directors

(Continued from Page 1)

Baker, vice-president of the General Electric Corporation, spoke on the future of radio and television. CBS commentator Lowell Thomas was the banquet speaker.

STORK NEWS

Washington—Jim Gibbons, morning man and sports director of WMAL and WMAL-TV, and Mrs. Gibbons announce the birth of their fourth child, a daughter, on November 11, at Georgetown Hospital. Gibbons does color for the college football games played on Saturdays during the season, and also filled over the entire ABC network, and the Redskins pro football games on Sundays.
Broadcasters Named To Advisory Council

Kinescope Problem To Fore
In Wake Of Strike Settlement

(Continued from Page 1)

Kinescope Problem To Fore
in Wake Of Strike Settlement

(Continued from Page 1)

Need A Dash Of PrestiGe?

If it's your business to wrap up neat radio or TV packages . . . or produce commercial pictures . . . or if you're a radio station needing a place where you can bring in the right audiences for your prestige events . . . or if you break the big news of the products, services, ideas or policies of Big People . . . you'll want to know more about this 200-seat theatre, high in an important New York skyscraper.

Fully equipped stage . . . dressing rooms . . . orchestra pit . . . reception booth . . . all facilities for audience comfort . . . create that important first impression that you're first class . . . help you prove it later on.

Used and liked by major networks, picture producers, agencies, stylists, nationally-known industrialists . . . this is the only non-commercial, long-term lease . . . with or without 2,000 square feet of adjoining office space . . . principals only.

Box No. 191, RADIO DAILY
1501 Broadway, New York 18, N. Y.
Promotions Announced
By NBC Press Dept.

Two promotions in the NBC press department — Samuel Kaufman to editorial director and Phil Dean to exploitation manager — were announced yesterday by Joseph C. Dine, director of the division.

Kaufman was previously supervisor of radio publicity and will, henceforth, coordinate the news and photo operations of the department for both AM and TV. Dean, who joined the network's press staff as a writer in 1948, was previously public relations officer in the Eighth Army in Yokohama, Japan.

California Commentary

- - - William Gargan and Frank Consill, war correspondent, are completing plans in New York to record interesting experiences of war correspondents overseas, and wotx the results into a radio show for early release. The William F. Hashing were visitors in Hollywood last weekend and were entertained by the SCBA's Board of Directors and their wives on a cruise aboard the yacht "La Jota," owned by Calvin J. Smith. William P. is chief of the license division of the FCC. The Jack Benny will be honored by the LA lodge of the B'nai B'rith on Nov. 25th as "Mr. and Mrs. American Citizen" at a dinner dance at the Ambassador. Award is being tendered to the couple "in recognition of unselfish service to humanity and for outstanding accomplishments as loyal and devoted Americans." Nat Winceff has resigned as head of sales-promotion at Jerry Fairbanks to become general manager of the Oakhurst Music Publishing Company. Kellogg has assigned "Rice Krispies" to sponsor the Clyde Beauty show, Commodore production, which makes its debut coast-to-coast over the Mutual network on Jan. 1. Wade Crosby is in town on a brief business trip for conferences with Larry Finley of PBS. Alan Young has been called to New York December 2, to meet Esco executives and Marshall and Pratt, to speak before the annual sales meeting of the group. Dick Haynes celebrated his 4th anniversary on KLAC, November 18th. Four years of spinning records from 6:00 to 9:00 a.m. every morning without fail, is quite a record. Lou Crosby and his wife, the former Linda Hayes, have completed a Pilot film of a new idea in "Mr. and Mrs." show with stellar bracket guests for TV and expect to conclude a deal shortly with a national sponsor.

Phone Walkout Halts
Allocations Hearing

(Continued from Page 1)

AT&T, the Commission, through Examiner Hugh B. Hutchinson, continued the hearing to Dec. 11 and denied a petition of the Allen B. DuMont laboratories opposing the continuance. Another DuMont request that the FCC hold a pre-hearing conference of interested parties, has not been acted upon.

Wampler Needed Elsewhere
AT&T filed the postponement request on the grounds that Charles E. Wampler, general manager of the Long Lines department, was needed to keep television going, in view of the strike called by certain Western Electric employees. He also was to testify in the FCC hearing.

Meanwhile two movie firms filed as intervenors. Petitions to intervene have been filed by 20th Century-Fox Film Corp. and National Theaters Corp.

The Theater Owners of America earlier had filed petition to intervene.

WABD Moves Up Sked

WABD, key station of the DuMont TV network, will advance the opening of its day-time program fifteen minutes and will also re-schedule its popular "Your Television Sales Manager." The program will begin its day at 9:15 a.m. with "Morning Chapel," "Your Television Shopper," with Maggie Johnson, will switch to the 9:30-10:00 a.m. slot with "TV Baby Sitter" following. The new 30-minute program, "TV Department Store," will be presented by Television Department Stores Inc. The program will be featured that can be ordered by mail or phone.

Takes Promotion Post

Cincinnati — William B. Hines has been named sales manager of Radio Cincinnati, Inc., Frederic Gregg, public relations director for the station announced. Radio Cincinnati operates WKRC-AM, WDHC-FM, and WDRF-TV. The new sales promotion manager will take on many of the duties of Joel Stovall, who last month was named sales manager of WARC. Hines will handle research, market survey, merchandising and product presentation for WKRC's radio and television stations.

Wedding Bells

Montgomery, Ala. — Miss Katherine Hill, daughter of President Howard E. Pill of WSFA, and Ralph O'Sullivan Howard, member of the WBML staff in Macon, Ga., were married at a church ceremony here on Nov. 10. The bride was a journalism and radio major at the University of Alabama last year.
AM Stations Function As Boston Blows Out

Dome To Be Honored With Annual IRE Award

RICHARD DOAN has been director of programs for WCBS-TV, New York, since July 2, 1949, when this company, Westinghouse Electric Corporation, was formed. This is a new service for contributions to the inter-carrier sound system of TV reception, wide-band phase- shift networks, and various simplifying innovations in FM receiver circuits, will be presented at the IRE's annual banquet March 21, 1951, at the Waldorf-Astoria, New York.

At the same time, the professional society will award several other engineers for special citations.

Alan MacNe To Be Cited

Alan B. MacNee, associate professor of electrical engineering at the University of Michigan, Ann Arbor, Mich., will receive the Browder J. Thompson Prize for his paper, "An Electronic Analyzing Filter," which appeared in the November, 1949 issue of the Proceedings of the IRE.

The Harry Diamond Memorial Award, given only to persons in government service, will be bestowed on Marcel J. E. Golay, Signal Corps Laboratories, Fort Monmouth, N. J. for his contributions in the over-all Signal Corps research and development program, and particularly for his accomplishments leading toward a reduction in the infra-red-radiogap.

Willis W. Harman, associate professor at the University of Florida, Gainesville, Fla., will receive the Editor's Award for his paper, "Spectral Relativity and the Electron," which appeared in November, 1949 issue of the Proceedings of the IRE.

Stork News

Montgomery, Ala.—Billy Smith of WSFA announcing staff is the father of a daughter, Linda, born to Mrs. Smith on Nov. 26 at Professional Center Hospital.

NAB Appoints Hough to Form TV Board

TODAY's TV Personality: RICHARD DOAN has been director of programs for WCBS-TV, New York, since July 2, 1949, when this company, Westinghouse Electric Corporation, was formed. This is a new service for contributions to the inter-carrier sound system of TV reception, wide-band phase- shift networks, and various simplifying innovations in FM receiver circuits, will be presented at the IRE's annual banquet March 21, 1951, at the Waldorf-Astoria, New York.

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Special Ceremony Aired On WCSC

Charleston, S. C.—The “Church of the Air” originated a program at WCSC, and fed to CBS network from coast-to-coast, Sunday, November 19th on the occasion of the Bi-
centennial Celebration of the Cong-
gregation of Kahal Kadosh Beth Elo-
him, founded in 1790, second oldest synagogu in the U. S. The program featured talks by Dr. Allen Tarshish, Rabbi of the Congregation, and Mayor William McG. Morris, who will be presented by Thomas Fobias, president of the Congregation and seventh-generation descendent of the Temple’s first president, the Beth Elohim Choir, directed by Mrs. H. I.
Matthews, sang, with cantorial solos by Jacob Renzer. Russell Long, pro-
gram manager for WCSC, produced the program.

New WLAW Account Executive

Lawrence, Mass.—Reginald E. Cox, Jr., has joined the sales staff of WLAW as an account executive. Cox is a graduate of Georgetown Univer-
sity.

Handles Hubby’s Radio Chores

Trenton, N. J.—WTTM’s regular afternoon disc show, “The Day-
and Show,” changed recently from an emcee to a femcee program. In Thursdays, Mrs. Durand toned
over, reading commercials, spinning records, et al. Listeners had nothing but praise for Tom’s lady under-
study reports WTTM.

New Show Features Air Force

Springfield, Mass.—News of West-
over Air Base and its personnel is
featured on “Westover on a Platter,” a new program on WMAS and
WMAS-FM every Friday at 10:30 p.m. The half-hour program was ori-
ginated and is piloted by Tech. Sgt.
Eric Bruton. He introduces “time -tested tunes transcribed” and gives
minutes of Westover and the
Airmen now meets at home
in New York City. Ralph Edwards did the replace-
ment. Young now meets at home with his
family, and Mrs. Bruton, a native of
Springfield, Minn., is the emcee.

Well Done, WOOD

Grand Rapids, Mich.—In an all-
night Marathon Broadcast, WOOD
generated more than $1,600 to bolster
the lagging Kent County Community
Chest fund drive just ended. The
broadcast, taken by telephone in the
all-night show topped the 100
per cent quota which the Chest Drive had set for raising over $770-
000. As guests during the show, WOOD invited personnel from other
local stations, WJEF, WLAV, WGRD and WFLR, who took a
leading time on regular Thurs-

day night schedule included General
Program Manager "You’ve Got Me Crying Again" by Jimmy Durante. The show will be transmitted on
Center City’s 720 KHz.

NETWORK SONG FAVORITES

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of
Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman. Direc-

Survey Week of November 10-16, 1950

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>A Bushel And A Peck</td>
<td>E. H. Morris</td>
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<tr>
<td>A Marshmallow World</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>All My Love</td>
<td>Mills</td>
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<td>Best Things For You</td>
<td>Berlin</td>
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<td>Can Anyone Explain</td>
<td>Yolando</td>
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<td>Christmas In Killarney</td>
<td>Remick</td>
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<tr>
<td>Could Be</td>
<td>Broadcast Music</td>
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<tr>
<td>Dream A Little Dream Of Me</td>
<td>Words &amp; Music</td>
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<td>Goodnight Irene</td>
<td>Spencer</td>
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<td>Harbor Lights</td>
<td>Chappell</td>
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<td>I’ll Always Love You</td>
<td>Famous</td>
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<td>I’ll Get By</td>
<td>Bourne</td>
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<tr>
<td>I’m Forever Blowing Bubbles</td>
<td>Remick</td>
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<tr>
<td>I’m In The Middle Of A Riddle</td>
<td>Robbins</td>
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<tr>
<td>Just Say I Love Her</td>
<td>ABC</td>
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<tr>
<td>Lo Vie En Rose</td>
<td>Harris</td>
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<tr>
<td>Let’s Do It Again</td>
<td>Robbins</td>
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<tr>
<td>Life Is So Peculiar</td>
<td>Burke-Van Heusen &amp; Assoc.</td>
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<td>Looks Like A Cold Cold Winter</td>
<td>Lombardo</td>
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<td>Mona Lisa</td>
<td>Paramount</td>
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<tr>
<td>Nevertheless</td>
<td>Chappell</td>
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<tr>
<td>Ocicata</td>
<td>Berlin</td>
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<tr>
<td>Orange Colored Sky</td>
<td>Frank</td>
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<tr>
<td>Patricia</td>
<td>Bregman-Vocco-Conn</td>
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<tr>
<td>Petite Waltz</td>
<td>Duches</td>
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<td>Rudolph The Red-Nosed Reindeer</td>
<td>St. Nicholas</td>
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<td>Silver Bells</td>
<td>Paramount</td>
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<tr>
<td>The Thing</td>
<td>Hollis</td>
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<tr>
<td>Thinking Of You</td>
<td>Remick</td>
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<td>Time Out For Tears</td>
<td>Republic</td>
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Second Group

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<tr>
<th>TITLE</th>
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<tr>
<td>A Rainy Day Return</td>
<td>Leeds</td>
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<td>Au Revoir Again</td>
<td>Bax Bloom</td>
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<tr>
<td>Beloved Be Faithful</td>
<td>Pickwick</td>
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<td>Bonaparte’s Retreat</td>
<td>Acuff-Rose</td>
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<td>Can’t We Talk It Over</td>
<td>Advanced</td>
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<td>Do I Worry</td>
<td>Melody Lane</td>
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<td>Dream Awhile</td>
<td>Miller</td>
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<td>Frosty The Snow Man</td>
<td>Hill &amp; Range</td>
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<tr>
<td>Godus</td>
<td>Feist</td>
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<tr>
<td>I Don’t Mind Being All Alone</td>
<td>Mills</td>
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<tr>
<td>I See A Million People</td>
<td>Melvin</td>
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<tr>
<td>It’s A Lovely Day Today</td>
<td>Berlin</td>
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<tr>
<td>Longing</td>
<td>Knickerbocker</td>
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<tr>
<td>Mambo Jambo</td>
<td>Peer</td>
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<td>Music Maestro Please</td>
<td>Bourne</td>
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<tr>
<td>No Other Love</td>
<td>Walt Disney</td>
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<td>Sleigh Ride</td>
<td>Mills</td>
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<td>Sugar Sweet</td>
<td>Spitter</td>
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<td>Where Do I Go From You</td>
<td>Paxton</td>
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<tr>
<td>You’re Just In Love</td>
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<tr>
<td>You’ve Got Me Crying Again</td>
<td>World</td>
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BEHIND THE MIKE

HANK COLMAN, formerly with Ross Reports, up to date in broadcasting coordinator at NBC-TC.

Behrman last book from Holly-
wood after three months of pic-
ture making and TV.

Did Tunell’s last book from Holly-
wood after three months of pic-
ture making and TV.

Did Tunell’s last book from Holly-
wood after three months of pic-
ture making and TV.

Ed Herlihy is still cackling about
the egg he laid on his “Date in Man-
hattan” TV show. As a gag, Ed open-
ed the show wearing a hat with
feathers and a nest—but he didn’t
know one of his “helpers” had
sneaked a raw egg into the nest. Ed
leaned over, the egg was laid with
a plop on the studio floor—on cam-
era.

Jesse Cimberg, a cute one, again on the Ed Wynn show.

Bill Hill, TV salesman, has been signed by Gruen Watch to handle the commercials on ABC’s “Blind Date.” Show is televised, Thursdays, with Arlene Francis. 

Alan Young, as a result of a re-
currence of a strained sacroili-
ac bedded in Hollywood. He was forced to miss last week’s Hollywood Wo-
men’s Press Club lunch. Ralph Edwards did the replace-
ment. Young now meets at home with his
family, and Mrs. Bruton, a native of
Springfield, Minn., is the emcee.

Mary Howard, former MGM star-
ning TV rounds.

Add wonderful gimmicks: The ad-
vertising on the front page of Sun-
day’s N. Y. Times plugging the Dean
Martin-Jerry Lewis “Colgate Com-
deo Hour” TV show this past week end.

Jimmy Durante going into the
“Big Show” rehearsal at NBC saying
“Ain’t it funny rehearsing for radio,
like sneaking into a silent movie.”

Fred Allen juggled for the first
time on TV last Sunday at 8 p.m. on
Colgate Comedy Hour; years ago Al-
en’s Vaude Billing was “World’s
Worst Juggler.”

Ben Grauer’s impressive closeing on Ed Wynn’s “Date In Manhattan”
on the power of strengthening De-
ocracy and defeating Communism was
in Europe.

Did Tunell’s last book from Holly-
wood after three months of pic-
ture making and TV.

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ture making and TV.

Can Anyone Explain

Copyright 1950 Office of Research, Inc.

Radio Daily—Television Daily
RCA Color Shows Big Improvement

Flat Rate Levy Better In Tax Bill-Du Mont

WASHINGTON Bureau of RADIO DAILY
WASHINGTON—Appearing yesterday before the Senate Finance Committee, Dr. Allen B. DuMont, head of the laboratories bearing his name, urged that an emergency profits tax in the form of a flat rate levy on corporate income replace the excess profits tax bill.

He appeared as chairman of the National Conference of Growth Industrics and gave testimony similar to his statement before the House Ways & Means Committee two weeks ago.

Dr. DuMont warned that the exercise (Continued on Page 7)

School Broadcast Confab Skedded For Chicago

Chicago—The 14th annual meeting of the School Broadcast Conference will attempt to stimulate a wider use of radio and television for educational purposes, it was announced yesterday. This year's clinic will be held at the Sherman Hotel from December 12 through the 14th.

The first day's discussions will in- (Continued on Page 2)

Two Senators Today At School-TV Hearing

WASHINGTON Bureau of RADIO DAILY
WASHINGTON—Two Senators are scheduled to appear before the FCC today to urge the assignment of TV channels for non-commercial educational purposes, it was announced yesterday. This year's clinic will be held at the Sherman Hotel from December 12 through the 14th.

Educational leaders, university heads, teachers and representatives from the broadcasting industry will take part in the three-day session.

The first day's discussions will in- (Continued on Page 2)

Show Catches Crook

Mutual's Sunday afternoon "True Detective Mysteries" was responsible for the recent capture in St. Louis of John Marin, a fugitive criminal wanted by Detroit police. He was spotted by a restaurant owner who recognized him from clues broadcast by program. This makes the fifth wanted criminal apprehended by True Detective broadcasts.

Better Than Words

Baltimore—In place of verbal testimony at the educational-TV hearings in Washington, Dr. Delev W. Bronk, president of Johns Hopkins University, yesterday invited members of the FCC to tune in last night to the WAAM-DuMont telecast of an X-Ray operation on an injured man, with the X-Ray picture impression picked up direct. Broadcast simultane-ously was the three-way conversation on the case by doctors in Baltimore, New York and Washington.

Wage Increases Won By Stagehands In TV

Television stagehands in New York have won increases under a new contract agreement negotiated for them by the Protective Theatri-cal Union No. 1 with the TV networks and stations. The contract, retroactive to September 1, is for two years.

Under the new agreement, full-time stage hands will receive 8½ per cent over their old weekly minimum wage.

(Continued on Page 2)

NPA Warns Steel Men Cutbacks May Be Needed

WASHINGTON Bureau of RADIO DAILY
WASHINGTON—Members of the steel products industry advisory committee were warned yesterday by NPA Administrator W. H. Harrison that expanding defense requirements will cutbacks in full commercial production of the tri-color, electronic-tube sets if the system is approved by the FCC.

General Sarnoff said that RCA was ready to place their electronic system on a competitive basis with the CBS mechanical scanning sys-tem.

(Continued on Page 8)

Radio Aud. Constant While TV Triples

Average radio listening time in New York during November dropped a negligible percentage (1 of a quarter-hour weekly) from the Nov. '49 average, according to the latest survey by Pulse. An increase of 5.2 quarter-hours weekly was revealed in the average amount of time TV sets were in use during the (Continued on Page 4)

FCC Orders Studio Origin For Bulk Of Non-Web Fare

WASHINGTON Bureau of RADIO DAILY
WASHINGTON — Effective Jan. 18, each AM or FM station must originate a majority of its non-network programs from its main studio or from other points within the city where its main studio is located, the FCC announced yesterday.

In a report and order the Commission amended its rules and regu-lations governing AM and FM broadcasts (Sec. 3.30 AM and Sec. 3.205 FM) to provide that a majority of a station's programs, computed on the basis of duration and not number, or in the case of a station affiliated with a network, two-thirds of its non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

Where stations are licensed to (Continued on Page 4)

What's The Moral?

Warren, Ohio — John Smally, sportscaster at WHHH, member of the Marine Corps Reserve, took time off Nov. 29 to go to Pittsburgh and pick up an average discharge. Now WHHH is looking for someone to take Smally's place. On Nov. 30 he was on his way to Camp LeJeune, N. C. and active duty with the U. S. Marines.
School Broadcast Confab Sheded For Chicago

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THE MACY PARADE ON WJZ-TV

46.4

TOTAL AUDIENCE: 2,100,000 NEW YORKERS

OPENING NIGHT AT THE METROPOLITAN OPERA ON WJZ-TV

52.4

TOTAL AUDIENCE: 2,300,000 NEW YORKERS

With WJZ-TV, hundreds of advertisers are reaching millions of viewers in the nation's No. 1 market. Reason: reception is tops!
FCC Issues New Rule On Studio Origination

(Continued from Page 1)

serve more than one city, town or other political subdivision, the station shall maintain main studios in each such place and the rule shall apply to programs originating from "any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located."

The Commission also amended Sec. 3.31 to provide that no main studio may be moved outside the borders of the borough or city, state, district, territory or possession in which the station is located, except to the transmitter, without written application to the FCC and written permission from the Commission.

First Suggested in 1946
The FCC proposed the rule change Feb. 24, 1948. At the time of proposing the rule, the Commission gave as its reason the fact that "It is possible for a broadcast station to originate most of its local programs from a place other than the city in which its main studio is located by the device of broadcasting a majority of its announcements from a studio in the city for which the station is licensed."

The Commission held oral argument Oct. 15, 1948. Only two objections were raised, all other comments offering none, the Commission said. In the cases of hardship the Commission will entertain petitions requesting temporary exemption from the program-origination requirements of the new rules.

WGAR Raises Rates
Cleveland—Upward revision of its daytime rates and other segments of the broadcast day have been announced by WGAR, Cleveland, through sales manager John B. Garfield. The new rate card (No. 15) is effective March 1, 1950. Only two objections were raised, all other comments offering none, the Commission said. In the cases of hardship the Commission will entertain petitions requesting temporary exemption from the program-origination requirements of the new rules.

Radio Aud. Constant While TV Triples

(Continued from Page 1)
same period, indicating that while television viewing tripled this year in New York, radio lost virtually none of its audience to the new medium.

Leading radio shows during week-day evenings were: Walter Winchell, top place with 13.7 rating; Lux Radio Theater — 13.6; Jack Benny — 11.9; Louella Parsons — 11.9; You Bet Your Life — 10.9; and My Friend Irma — 10.6. Fibber McGee & Molly also moved into the top ten for the first time this year. Daytime radio shows were led by Arthur Godfrey with an 8.4 rating.

Top television show in six of the nation's 13 largest video cities during the first half of November was Texaco Star Theater, Pulse revealed. While Ford and Ford's TV appearances pulled first place in Cleveland, Syracuse, Boston, and Washington, they were relegated to third, fourth, fifth, and sixth positions in other cities on the co-op. Others among the top ten once-a-week shows in these cities were: Comedy Hour, Godfrey and His Friends, Toast of the Town, Four Star Revue, Your Show of Shows, and Fireside Theater.

Seldes Replaces Morgan
Gilbert Seldes, critic and author, has taken over Henry Morgan's daily 6:30 p.m. period over WNBC, New York, to present a dramatic type disc jockey show. In place of musical selections, Seldes offers recorded excerpts of historic events, talkies, and recordings made by many of the great personalities of this era. He will be heard all of this week on a try-out basis, as a permanent replacement for Morgan.

Stork News
Washington—Mr. and Mrs. Charles A. Bright, Jr., yesterday announced the birth of Charles A. III, Bright, is the disc jockey on the daily WOL "USA Unlimited" program.

George Ansbro, ABC announcer, and Mrs. Ansbro are the parents of a six pound, two ounce boy, born at Lenox Hill Hospital. The youngster has been named Andrew Paul.
Public Sponsors Programs
An experiment in public sponsorship of radio programs has been successfully initiated by WABP, a New York FM station. The programs have no commercial advertisers but are being paid for by the listening public, according to Ira A. Hirschmann, president.

The experiment was begun early this Fall, Hirschmann said, when the station decided to offer its New Friends of Music concert series to the public. WABP aired announcements declaring that the usual "commercialists" would be inconsistent with the mood and tone of the concerts. Listeners were asked to support the 16 Sunday afternoon broadcasts by subscribing as much money as they wished.

To date, over 2,000 listeners have sent in donations, fulfilling 90 per cent of the commercial revenue, which would normally have been received by the station, Hirschmann said. Subscriptions are still being received, he added, and expressed confidence that the entire commercial cost would be met.

Says Business Firms Can Aid TV Education
(Continued from Page 1)

fast, in bringing information and interpretation to the nation," he declared. The alternative may be "broken and bombed U. S. cities, slave labor, or Communism in the nation."

Commercial education and public service programs can be "even better than those on a sustaining basis," said Michelson. "In radio, commercialism has made possible great programs, bringing major issues to the attention of millions. It has not cheapened these programs," he stated.

With reference to educators' demands into 20 per cent of the UHF spectrum for non-commercial educational TV stations, Michelson asked: "Who is to pay for these programs—the networks, educational foundations or the educational institutions which plan the programs? The people who advocate such plans haven't made a very careful study of television costs."

Granting licenses to educational institutions doesn't necessarily mean good programs he added, "even if the institutions could build and maintain the stations."

Commercialism, put to the right use in educational programs, "can be of tremendous assistance to the nation," said Michelson.

Stork News
Charlotte, N.C.—Wally Jorgensen, local sales manager for WBT, WBTV and WBT-FM, has joined the WBT new-fangled radio with a son. Peter James Jorgensen born to his wife, Solveig, November 24th and weighing in at seven pounds six ounces.

Gibbons Resumes Xmas Post
Washington, D.C.—As Christmas rolls around again, Jim Gibbons takes up his stand at the "ole WMAL Country Store" in front of the Trans Lux Building on Fourteenth Street. Jim will make mirth and fun on the air from his Country Store while he collects mountains of canned foods, toys, and other necessities to be given to families less fortunate at Christmas time.

Distributions will be made through the Christmas Bureau of the United Community Service Council.

Says Business Firms Can Aid TV Education
(Continued from Page 1)

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With reference to educators' demands into 20 per cent of the UHF spectrum for non-commercial educational TV stations, Michelson asked: "Who is to pay for these programs—the networks, educational foundations or the educational institutions which plan the programs? The people who advocate such plans haven't made a very careful study of television costs."

Granting licenses to educational institutions doesn't necessarily mean good programs he added, "even if the institutions could build and maintain the stations."

Commercialism, put to the right use in educational programs, "can be of tremendous assistance to the nation," said Michelson.

Stork News
Charlotte, N.C.—Wally Jorgensen, local sales manager for WBT, WBTV and WBT-FM, has joined the WBT new-fangled radio with a son. Peter James Jorgensen born to his wife, Solveig, November 24th and weighing in at seven pounds six ounces.

Gibbons Resumes Xmas Post
Washington, D.C.—As Christmas rolls around again, Jim Gibbons takes up his stand at the "ole WMAL Country Store" in front of the Trans Lux Building on Fourteenth Street. Jim will make mirth and fun on the air from his Country Store while he collects mountains of canned foods, toys, and other necessities to be given to families less fortunate at Christmas time.

Distributions will be made through the Christmas Bureau of the United Community Service Council.
**RECORDS ON PARADE**

By TED PERSONS

**PRE-DISC-TIONS**

"Nobody's Chasing Me," Doris Day (Columbia)

"My Heart Cries For You," Evelyn Knight-Red Foley (Decca)

"I Solemnly Swear," Glen Moore (M-G-M)

"Tell Me Tonight," Tony Martin (RCA Victor)

"My Heart Cries For You," Vic Damone (Mercury)

"Little White Duck," Burl Ives (Columbia)

The board of directors of Decca have declared a dividend of 12½ cents per share of capital stock payable Dec. 28th. Jerry Gray and band are back on the coast after an all-too-brief interlude in the west at the Meadowbrook and quickies in his home town of Boston, Worcester and Springfield.

The "Guys And Dolls" album was recorded by the original cast last Sunday and is being rushed out by Decca.

Percy Faith is in Florida for a week.

The Columbia album, "Carnival Of The Animals," is a sheer delight.

And verses Ogden-Nashian Are recited by Noel Coward in elegant fashion.

Billy Simon, formerly with "The Billboard," joined London Records Monday to become associated with Joe Delaney, Delaney, by the way, was up with the dawn to greet his London counterpart, Harry Sarton, who arrived on the Queen Liz for a two-weeks' stay. London Records has signed the Buckeye Boys, an exciting group who will make their debut on the label in an exciting tune, "Hula-Buckeye Boys, an exciting group who will make their debut on the panel solving visual quizzes. Prize money was won by the group, "Charlie directs on DuMont. Mary Ellen Munro, snagged him last week. She was interviewed for "Famous Jury Trials" in the presence of 500 people. She also won $200 in prizes.

Davy Miller, WPAT, Paterson, N. J.

"No School Today" John Arthur, ABC's radio network.

"I've Never Seen In Love Before," Ralph Flanagan (RCA Victor)

"I'm Gonna Live Till I Die," Frankie LaMe (Mercury)

"I've Never Been In Love Before," Ralph Flanagan (RCA Victor)

"I Am Loved," Vaughn Monroe (RCA Victor)

Johnny Haymer, Edwards, who visited the disco to pedal a song, impressed Harry Meyerson so much with his vocal demonstration that the Commission for the Blind was willing to cut his first sides last Thursday.

DeeJay Johnny Clarke has been named chairman of the radio publicity committee by the N. Y. State P.A.R. with stops at London, Paris, Rome, Athens, Cairo, India, Siam, Hong Kong, Manila and Hawaii.

**DISC JOCKEY JURY**

**RADIO DAILY'S "Disc Jockey Jury" scours the new record releases and picks those most likely to succeed:**

BOB CLAYTON, WHDH, Boston, Mass.

"Be My Love," Mario Lanza (RCA Victor)

"You're Mine, You," Gordon Jenkins (Decca)

"Don't Even Change A Picture On The Wall," Lee Morris (Decca)

"I Solemnly Swear," Glen Moore (M-G-M)

"Music By The Angels," Vic Damone (Mercury)

"My Heart Cries For You," Bill Farrell (M-G-M)

"Let It Snow," Frank Sinatra (Columbia)

"Who Kicked The Light Plug Out Of The Socket?" Dolores Dell (jubilee)

"Me And My Shadow," Bill Snyder (London)

**BEHIND THE MIKE**

ROBERT MONTGOMERY, Lee Bowman and Jane Wyatt, all successful and high salaried performers, apparently don't believe in "Old Debbil Superstition." The three, relaxing after their TV dramatic stint on Monday, have their best up cigarettes—one on a match.

Show people arriving from Hollywood enthusiastic about Larry Haines brother Marty's new Motel called Canyon State Motor Lodge in Tucson, Arizona.

Jet MacDonald, beautiful songstress on Bill Stern's "Remember This Day" via WNBT, is drawing stacks of fan mail from the mail viewers, while Bill is keeping Uncle Sam's post office busy, delivering similar mail from the female brige.

Bert Parks emceeing and singing of personnel's ballads now place him in a class with other of today's TV artist who are finding versatility the only sure key to television success.

Actors and actresses have now started planting themselves in the audience of "Chance of a Lifetime." Thus, when Charlie Harrell selects his contestants, he often is trapped by an actor waiting to get on "Famous Jury Trials," which Charlie directs on DuMont. Mary Ellen Munro, snagged him last week. She was interviewed for "Famous Jury Trials" in the presence of 500 people. She also won $200 in prizes.

B. F. Goodrich has just renewed its contract on "Celebrity Time" over CBS-TV, with its present panel members, Kyle MacDonnell and Herman Hickman, with two guest stars each week on the panel solving visual quizzes. Prize money was won by the group, "Charlie directs on DuMont. Mary Ellen Munro, snagged him last week. She was interviewed for "Famous Jury Trials" in the presence of 500 people. She also won $200 in prizes.

Don Dickinson, young actor who played his first starring role in the recent Westinghouse Studio One production of "The Last Cruise," as the young Submarine skipper, is being signed by agents, video casting directors and movie talent scouts.

The Cover story of Time magazine of Dec. 4, now on the stands, is the story of the CBS color-television, with the front cover devoted to a portrait drawing of CBS President Frank Stanton. Symbolically, face and head of the CBS prexy are drawn partly in black and white, partly as he would appear on CBS color-television.

"Round the World"

The culmination of all free trips—a trip around the world—is a jackpot prize to be offered by "Stop the Music" over ABC's radio network. It entitles the winner indentifying the mystery melody and one companion to all-expenses paid flying trips to stops at London, Paris, Rome, Athens, Cairo, India, Siam, Hong Kong, Manila and Hawaii.
The battle between children's program on the tele webs (as to which network has the younger psych) reached a new pitch Wednesday when TV Butchers showed the same conclusion formerly suggested by Videodex—that "Captain Video" is pulling larger audiences than all other children's programs in practically every city where it is shown. Sponsored by Powerhouse Candy and administered by WJIM-TV, the series is aimed at the children between 9 and 15 (according to DuMont's head of research, Mel Goldberg), but is getting adults as well—indicated by the show's copying place first in three of the 13 top TV towns and ranking near the top in others. "Howdy Doody" took top place in others, running neck and neck with Kuki, Fran, and Ollie—which amassed many in the TV trade, since K.F.SO, are famous for having no age limits. The satire and whimsy of K.F.SO. long ago reached a point of profundity above the small heads of wee tots who nevertheless get a kick out of seeing Kuki's bulbous nose, Hopalong Cassidy copped first place for once-a-week shows in Los Angeles but remained out of the top-ten picture elsewhere, giving rise to the question: will the thud of horses hooves be replaced by the zoom of jet rockets on future TV?

**TELE TOPICS**

*Today's TV Personalities* 

Hal Gross, owner and general manager of WJIM-TV, Lansing, Mich., is one of the radio and TV station owners in the country. Hal pioneered in Michigan radio by establishing Lansing's first broadcasting station WJIM, 16 years ago, and has been with the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from four major TV networks, through channels six and seven, graduating from the University of Michigan, Hal was associated with the Butterfield Theater Corp. During World War II, he served in the U.S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the mid-west region. For plans ahead, Hal says that WJIM and WMJTV will soon have a new modern building to house the extensive studios, offices and control rooms of the combined operations. According to present plans, the new buildings will be completed in 1951, on the site of the new tower in Lansing.

CBS-TV's "The First Hundred Years," which made its debut on Monday as a daytime "soozer" for an across-the-board presentation, seemed a bit more adult than the accustomed type which has attended the housewife for these many years. With Olive Stiers and Jimmy Lydon supplying the youth and romance and ably assisted by Robert Armost, Nana Bryant, Nancy Malone, Valerie Cossart and Don Tobin, it is possible that this presentation may be a forerunner of a new type of drama to keep the housewife out of the kitchen. Show is sponsored by Procter & Gamble and Wally Brown, the young Script is by Jean Holloway with Hoyt Allen producing and Everett Gamm performing direction. . . . KTTV, Los Angeles, has completed antenna modifications for the benefit of TV viewers in the area directly beneath the Mount Wilson transmitter. . . . Swift Hotels products have become a participating sponsor of the 8:30-9:30 p.m. period of "The Jack Carson Show," . . . The Duchess of Windsor in her TV debut. . . . Miss Gibson, assistant to Dr. I. A. Richardson, head of English language research at Harvard. . . . Miss Gibson, Brooker and Moehlman showed films, explaining how visual education can be adapted to TV.

**Two Senators Today At School-TV Hearing**

(Written on Page 1, department of Comptroller and Auditorium.) He will be followed by Sen. Clinton P. Anderson (D-N. M.). Other witnesses today will include John Ban-sah, president of Michigan State University; George Meany, secretary-treasurer of the AFL; Harry F. Howes, professor of law at Chicago State University; Mary Scovil, director of the International Ladies Garment Workers Union and the UAW-CIO, and director of the Women's Bureau, Department of Labor, at the University of Illinois.

In hearings yesterday the FCC heard further testimony from nine witnesses that the public interest can be served by the allocation of TV frequencies for non-commercial educational stations.

Tuesday's witnesses included: J. W. Marshall, commissioner of education, Board of Education, New York; James F. MacAndrew, director of broadcasting, Board of Education. N.Y.C.; James L. Janney, director of the bureau of adult education, department of education, Albany, N.Y.; Dr. Ira Jarrell, Atlanta, superintendent of schools; Dr. David Ruhe, director of the Medical Film Institute, New York; Arthur Moehlman, professor of education at University of Iowa; Floyd Brooker, U. S. Office of Education; Vaughn Alameda County Board of Education; California Teachers Association; Alameda County Education Association; California Teachers Association; Alameda County Board of Education; County and Rural Area Superintendents, Department of Rural Education, National Education Association and California Association of Parents and Teachers.

**FLAT RATE LEVY BETTER IN TAX BILL—DuMont**

(Continued from Page 1)
CBC officials said.

a regular Sunday afternoon feature, nish, with parts in Swedish, will be
understanding between the nations.

broadcasts would lead to closer un-

Both expressed hopes that the new

dian Minister to Finland, and Urbo

broadcast were T. A. Stone, Cana-

presented on December 2 by the

Shortwave To Finland

Inaugurated Over CBC

Montreal—First of a series of shortwave broadcasts to Finland was presented on December 2 by the CBC's International Service from Montreal. Speakers on the opening broadcast were T. A. Stone, Canadia

Dr. C. B. Jolliffe, executive vice-president in charge of RCA Laboratories, emphasized this as he introduced the presentation at the NBC studios in the Trans Lux. His faith in compatibility was heightened by the actual demonstration, which produced a sharp black and white picture on a receiver along side the color picture.

Dr. E. W. Engstrom, RCA electronic expert, appearing at the Wardman Park studios of NBC, introduced the actual transmission of the color pictures by saying that yesterday's demonstration is visual proof of the strides made by RCA in improving the electronic system.

Then came a series of color demonstrations in which models showed gay color materials, an assortment of brightly hued Christmas toys, and actual copies of such well known products as Duz, Camel cigarettes and other standard brands. The red, blue, and green colors were steady and clear and easy on the eyes. The pictures were far superior to those offered in April when color fidelity and picture brightness was lacking. It was explained by the RCA experts that the number of color dots on the face of the tri-color tube increased from 351,000 to approximate-

WMGM Garden Schedule Lists 28 Double Headers

WMGM, New York, has scheduled the broadcasting of 28 college basketball double headers from Madison Square Garden and nine single games from the 67th Regiment Armory for the 1950-51 season. The season began last Saturday at the Garden.

Marty Glickman and Bud Palmer will handle the broadcasts. The station will also pick-up ten post-season contests; six play-off meets of the National Invitation Tourney; three NCAA double bills, and the East-West All Star Game.

Pro And Con

Washington—While RCA demonstrated to the press yesterday their color improvements, executives of CBS were on band at the Carleton Hotel to answer questions about their system. It was said that CBS contemplates a series of color demonstrations in key centers on the coaxial cable and that the first of these will originate with WCAU in Philadelphia in the near future.

Key executives of RCA and NBC were on hand for the press demonstration. Among them were Joseph McConnell, president of NBC; Niles Trammell, chairman of the board, and Charles R. Denny, executive vice-president. O. B. Hanson, vice-president in charge of NBC engineering, also was present.

Wardman Park studios of NBC, in-

The color receiver shown yesterday had 43 tubes including the tri-color kinescopes, and a reflector mirror. The color receiver shown yesterday had 43 tubes including the tri-color tube and no mirrors. In fact, it gave the appearance of a present day black-and-white receiver.

A model converter was displayed which RCA engineers said was still experimental and would not go into commercial production at this time. It was pointed out that no converter has been built or can be built that will give more than 75 per cent of the performance efficiency of the color tube.

He fires customers with enthusiasm at point-blank range

His ammunition is his voice—and when he draws a bead, big shots become small bores. His "radar" is leg-work, and his penetrating news analyses bracket an enthusiastic audience.

As Mr. C. Paul Wanstree, of U. S. Tire & Supply, Inc. wrote to Station WHAR, both of Clarksburg, W. Va.: "We try to choose that type of advertisement which reaches the most people with the best message at the smallest cost. "Since subscribing to your 'Fulton Lewis, Jr.' show, I received comments from both old and new customers. Our customer response has been tremendous. We have many of whom came in for the first time on hearing this show. Needless to say, we have been greatly impressed by the results . . ."
BLACK MARKET ON TV SETS FORECAST
ET Industry And AFRA Agree On New Contract

Approval Sought By Locals In Other Cities

Another threatened industry strike was averted yesterday when AFRA and the transcription companies came to an agreement on a new two-year contract calling for substantial boosts in wages, amounts in some instances to approximately 100%. Pending ratification (Continued on Page 3)

School-TV Applicants Get Hennock Support

Washington—The FCC stood accused yesterday by one of its own members of ignoring educators when the VHF television band was allocated. Commissioner Frieda Hennock interposed when Commissioner George E. Sterling asked an engineering question of Maurice G. Blair, associate superintendent of the Los Angeles school TV programs.

(Continued on Page 3)

Radio, Television Aid Sought For Special Week

The radio and television industries have been asked to promote and support observance of the second annual Big Brother Week, January 7 to 14, sponsored by the Big Brothers of America, a voluntary agency in (Continued on Page 3)

Movie Firms Enter AT&T-TV Hearings

Washington Bureau of RADIO DAILY
Washington—The FCC owners of America, 20th Century-Fox Film Corp., National Theaters Corp. and WJRT-TV, Wilmington, have been granted leave to intervene and participate in hearings opening Dec. 11 before the FCC in the allocation of AT&T's intercity television facilities.

Commissioner George E. Sterling, sitting as motions commissioner, granted motions of the four to intervene.

(Continued on Page 4)

Kallenborn Address At RCE Luncheon

II. V. Kallenborn, dean of news commentators, scheduled to address the Radio Executives Club of New York yesterday about the contents of his new book, "Fifty Fabulous Years," threw away the script and devoted his talk to the importance of President Truman's declaration on the Korean situation.

Basing his analysis on a news bulletin which had been furnished him only 14 minutes before the luncheon got under way at the Waldorf-Astoria, he revealed that the broadcast will originate in the network and station newsrooms at any other time if developments warrant.

(Continued on Page 7)

Shortage In Sets Expected By Holidays

Forecasting a possible black market on TV receivers around the holidays as a result of threatened cutbacks in receiver production, distributors and dealers on the eastern seaboard this week will seek to increase the number of sets on order from the manufacturers. The production

(Continued on Page 7)

Phonevision Tests Delayed By Zenith

Chicago—A few days delay in the scheduled 90-day commercial test of Phonevision sponsored by Zenith Radio Corporation has been announced to allow time to select featured films for presentation, it was announced yesterday. The tests were to start Dec. 1.

(Continued on Page 7)

Two New Bankrollers, 3 Renewals At WNBT

WNBT, New York, reports signing two new contracts and three renewals for participation announcements.

(Continued on Page 2)

Networks And Stations Flash Truman Statement

Electrifying news from President Truman's press conference in Washington yesterday morning threw the network and station newsmen into action and flashed concerning the President's statement on the atomic bomb were used on all programs around 11 a.m.

The radio and TV newsmen took on wartime tension in New York as announcers, commentators, military analysts were summoned to participate in subsequent broadcasts. Out at United Nations Security Council quarters at Lake Success, L. I., network radio newsmen were augmented and correspondents for foreign broadcasting networks sought additional shortwave facilities to relay their reports.

In Washington, Chicago, San Francisco (Continued on Page 4)

WJR Gets Support

Detroit—The City Council of Detroit placed itself behind G. A. Richards' battle for freedom of speech by unanimously passing a resolution urging that station WJR be granted a license renewal. Charles G. Oakman, veteran City Councilman, introduced the resolution which was then adopted by a unanimous vote of 9 to 0.

Voices Of Freedom
"Voices of Freedom," a special program featuring the recorded words of the men and women who made American history from 1901 to the present time, will be presented by WNBC Monday, Dec. 11, at 12:30 a.m.

This will be the first radio performance of the new "Voices of Freedom" album of Educational Services, Washington, D. C.
Radio Provides A Memorial
Portland, Ore.—Sufficient funds have been raised, according to Anne C. Robinson, executive secretary of the Multnomah County Chapter for Infantile Paralysis, to purchase an iron lung with the contributions received for the Phil Irwin memorial. Phil Irwin became Portland's 47th victim of polio on October 10, just 28 days after he was stricken.

Two New Sponsors, 3 Renewals At WNTB

(Continued from Page 1) contracted for participations on the Friday telecasts of “Date in Manhattan.” The 13-week order was placed by Frederick-Clinton Co., Inc. Glamour Products Company, makers of Vitrex, signed a five-week contract for announcements on the “Tuesday and Wednesday telecasts of the same show. Durrand Waddell, Inc., is the Agency.

American Steel Wool Manufacturing Company, for steel wool pot cleansers, renewed for another eight weeks, the Wednesday and Thursday participations on the “Josephine McCarthy Cooking Show.” The agency is Needham and Grohmann, Inc.

ABC Requests Definition of “Originating Station”

Washington—ABC has filed comments in the proposed FCC rule-making governing re-broadcast of programs, urging the Commission to issue proposed rules and ask for industry comments. ABC’s brief said the question of what constitutes an originating station must be resolved.

MOBILE TV UNIT

An AFC-Brill bus, completely equipped for use as a mobile TV unit, is expected on Friday.

The bus is one of the 34 that have been built for the ABC network's Institute of Radio and Television. It is designed to accommodate a variety of programs, including documentaries, news, and entertainment. The bus will be used to broadcast live events, conduct training sessions, and provide mobile television coverage to areas that are not served by traditional broadcast facilities. The bus is also equipped with state-of-the-art technology, including high-definition cameras, a control room, and a studio space that can accommodate up to 50 people. The Institute of Radio and Television, a division of ABC, is responsible for preserving and promoting the history of broadcast media. The Institute's Public Service Committee, which includes members from various organizations, will be meeting in New York this week to discuss the future of television and its role in society. The meeting is open to the public and will be held at the Institute's headquarters in New York City. The Institute of Radio and Television is a non-profit organization that was founded in 1948. It is dedicated to the study of broadcast media and its impact on society. The Institute's programs include conferences, workshops, and training sessions for educators, students, and professionals in the field of broadcast media. The Institute's mission is to promote the highest standards of broadcast media and to encourage the responsible use of the medium for the benefit of society.
Educational-TV Applicants Supported by Miss Hennock

(Continued from Page 1)

geles public schools. Said Miss Hen-nock, “FCC handed out all the VHF channels and did we invite the edu-cautor? No. And until the educators are represented, there won’t be money to do any engineering.”

FCC was asked that the FCC allocate 20 per cent of the UHF spectrum to educational use, that one VHF channel in “each metropolitan education center be set aside for school use” and that time for non-commercial educational broadcasting on existing commercial stations in Los Angeles and New York be required by FCC regulations.

M. H. Trabue, dean of the School of the American Assn. of Colleges for Teacher Education, urged the FCC to take this step to allocate a portion of the TV spectrum to educational use, had little chance of leaving the Interstate and Foreign Commerce Committee, to which it was referred. Committee members said more ur-gent legislation will be handled dur-ing the lame duck session. The Bricker bill, which is expected to be reintroduced early in the 82nd Congress may, however, become the vehicle through which the commit-tee will investigate the entire TV picture, it was learned.

Send Birthday Greetings To—

December 1
B. S. Bercovici  Michael A. Fiore
Ted Hammerstein  Mary Martin
Roy Rudnickman  Patricia Ryan
Dove Zimmerman
December 2
Dorothy Andrews  Ennio Giode
Bernard Bogen  Jimmy Stewart
Ed Burns  Peter C. Goldmark
Homer Smith  Bob Convey
Linda Ellen Kessler
December 3
Connie Boswell  Rosaline Greene
Kathleen Stewart  Charlie Pittman
Charles F. McCarthy  Cy Samuelson
December 4
Charlie Beach  Helen Boyles
Ann Morath  Isabel Randolph
Larry Rothman  Bill Slater
Charles G. Burke
December 5
Archer Gibson  Lyn Murray
Ned Tuffs  Jean Sothern
Paul Vandevert
December 6
Ira Gereshwin  Agnes Moorehead
Jeanette Land  John Bowerman
Ernest E. Stern  Kappi Jordan
Gertrude Gordon Sacha
J. L. Van Volkenburg
December 7
Bob Brown  Al Schenkem
Arch Oholer  James Joseph McConn

KGW's Leadership

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is learned to cover the population concentration of Oregon's Willamette Valley and South-western Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

Daytime

| KGW | 350,300 |
| Station B | 337,030 |
| Station C | 295,470 |
| Station D | 192,530 |

Nighttime

| KGW | 367,370 |
| Station B | 350,820 |
| Station C | 307,070 |
| Station D | 205,440 |

The greatest electrical power potential in the nation, favorable building sites and a skilled labor supply have attract-ed hundreds of new industries to the KGW market area since World War II. Typical is Vancouver, Washington, effectively blanketed by KGW's COM-PREHENSIVE COVERAGE through the greater efficiency of KGW's lower 620 frequency. This has been proven by an authentic Your-Test, made in cooperation with the Oregon State Motor Association, on a car radio, and witnessed by A. R. Niemant, president of Vancouver's Chamber of Commerce. Depend for delivery of this rich area on the COMPREHENSIVE COVERAGE of KGW.

Broadcast Measurement Bureau Surveys Prove KGW's Leadership

WIZ Schedules Judge Medina

Judge Harold R. Medina, who pre-sided over the recent New York Communist trial, will appear over WIZ, New York, during a special broadcast celebrating the 75th anni-versary of the Legal Aid Society. Tuesday, Dec. 5, at 10 p.m. The pro-gram, “The People Who Cared,” is being presented by the Theater Guild and will feature Raymond Massey.

Join's WAAT Sales Staff

Ted Webbe, former sales manager of WCTC, New Brunswick, N. J., has joined the sales staff of WAAT and WATV, Newark, it was announced. He has been in radio since 1934.

There's Only One

Ocean Front -40th to 46th Sts.
COMPLETELY AIR-CONDITIONED
Reservations - Walter Jacobs

AFRA And ET Firms Agree On 2-Year Pact

(Continued from Page 1)

Radio And TV Support Sought For Special Week

(Continued from Page 1)

the field of correction and preven-tion of delinquency among boys.

Member associations of the Big Brothers are located in cities throughout the United States and Canada. Many are Red Feather agen-ties.

The Advertising Council, in its January-February Radio Bulletin, will recommend the observance of Big Brother Week and suggest that the pact solved three major differences. Per-formers are to be paid the live com-mercial rates for Class A transcrip-tions, a 10 per cent wage increase. The use of transcribed spots has been cut in half, from 26 to 13 weeks, and the rates have gone up about 100 per cent. On the third important issue, library services, both parties agreed to an adjustment of wage scales amounting to roughly a 100 per cent increase. An hour of rehear-sal has also been included in this category.

Statement by Reel

Frank Reel, national executive secretary of AFRA, said the union's negotiations will recommend the new “package” to the local boards. To this end, Reel and Miss Temple will have the New York directors, and will put the pact before the Chicago board tonight, and the Los Angeles local on Monday.

Friday, December 1, 1950

Radio Daily—Television Daily

RADIO DAILY—TELEVISION DAILY

3
APS Announces New Sales Aids Program

A program of sales aids on an intensive and broad basis are being attempted in the transcription library field was revealed late last week to several hundred subscribing stations at Associated Program Service.

The announcement was in the form of a memo to broadcasters from APS general manager, Maurice B. Mitchell, and portends a drastic change in the functional concept of the radio transcription library. Mitchell’s announcement places his service in the station sales picture and claims that his responsibility is a fundamental part of the library service to radio stations.

Under the new plan, APS sales aids to subscribers will include a monthly series of transcribed 30-minute sales meetings, featuring “Mitch with a new Pitch,” aided by guests from a variety of mercantile fields. In addition, Mitchell announced plans for a series of regional “business meetings” at which subscribing stations will discuss latest radio sales developments and sales techniques as well as sales potentials of the library itself.

Sales bulletins, program presentation material for local use and other sales aids are also featured in the announcement.

ASCAP Policies Outlined By Collins In Washington

Washington Bureau of RADIO DAILY

Washington — Jules M. Collins, sales manager of ASCAP, told the Washington advertising club this week that ASCAP “is going into classifications on the basis of performance, not merely ASCAP’s history, said it has a membership of 2,000 authors and composers and 350 publishing companies and represents 30,000 commercial enterprises to use its music.

Collins was introduced by Ben Strouse, vice-president and general manager of WWDC-AM and FM and past president of the club.

Sid Nicholson, CBS director of public affairs, is scheduled to address the ad club Dec. 5 on “How Commercial Can Television Get?”

By SID WHITE

Man About Manhattan . . . !

• • • TRADE WINDS: All major webs, we hear, have been asked by Washington to be ready to convert 25 per cent of their broadcast schedule into news periods—and all stations have been put on 24-hour alert for “spot” or “flash” announcements. . . . Another Washington rumor has it that Frieda Henson, FCC Commissioner, will resign her post to accept a Federal Judgeship. . . . RCA reported to be coming up with a vastly improved electronic color-TV picture when they demonstrate their new tube in Washington next Wed. . . . Toliulah Bankhead and Bette Davis will re-run the feud when the latter starts alternating as emcee on “The Big Show” Dec. 17th. . . . Steve Allen, West Coast comic, due here Dec. 20th to do an across-the-board series on CBS-TV. Jules Green will accompany him and open up a N. Y. office here for Jimmy Sophie. . . . Where are all the classic scenes from Eddie Cohan’s E’way shows that he promised to resurrect for us on TV? . . . A ten-piece television orchestra rehearsing at Nola Studios the other p.m. included four ex-name band leaders. . . . ‘20 Questions’ renewed on radio and TV again, natch.

• • • Main stem buzzing over Joe Franklin’s “natural” the other p.m. Franklin, WJZ’s guest-getter extraordinaire, assembled Joe Ferrer, the current Cyrano—Walter Hampden, America’s first Cyrano—and Jimmy Durante, who came thru with “I oughta oubtse. Everybody wants to get in the act. I’m the only guy endowed by Mudder Nature to play Cyrano!”

• • • Ed Herlihy, who in our book is NBC’s Arthur Godfrey, has started a new gimmick on his “Date In Manhattan” stanza that’s a natural. He’s the first top-ranking performer there to give official recognition to the poor, down-trodden page boys. Once a week, “Date In Manhattan” will include a segment named “Pages From NBC,” wherein Ed will give the boys a chance to strut their stuff. He’ll also have what is known as “Who’s Who Page” once a week, which will feature graduates from the ranks who have since gone on to stardom on their own. Of this latter group, Dave Garroway, probably their most illustrious alumnus, will guest with Ed next week. It’s ideas like this, plus Ed’s tremendous personal charm and TV versatility, that have made “Date In Manhattan” a stand-out daytime stanza. Ed has long since proven he’s of big time, network caliber.

• • • Most performers find it tough enough getting sufficient assignments—but in Maggi McNells’ case, it’s strictly the opposite. Which is the reason she’s resigning from “Talent Search” as of Dec. 18th. Maggi figures she’s got enough on her hands with “Leave It To The Girls,” the Somerset Maugham Theater plus her new show, “Say It With Art,” which comes back on Jan. 6th with a shoe firm picking up the tab. Latter show will be handled by Maggi and Bud Collier.

• • • SMALL TALK: Credit Geo. Oswald, Pleasantville, N. Y., ad exec, with the shortest and best appraisal of life in storm-swept Westchester: “No light, no heat, no radio, no TV, no phone, no fun!” . . . “Strike It Rich” goes TV in Jan. . . . Marion Morosso, TV’s “Stop the Music” lark, doubling into Chubby’s in Camden, N. J. She’ll feature $8000 worth of gowns gifted her by Joan Crawford, who discovered her. . . . “Juvenile Jury” being kined and will go TV. . . . After seeing Charlie McCarthy on TV, Dick LaSalle suggests the theme song: “Let’s Begin the Bergen.”

ATTENTION — SPONSORS — PRODUCERS — NETWORKS FOR SALE OR LEASE

ONE OF AMERICA’S MOST BEAUTIFUL LEGITIMATE THEATERS IN LOS ANGELES, CALIF.

CLASS A STEEL AND CONCRETE CONSTRUCTION BUILT 1927

COST $1,380,000.00

RECENTLY REFURBISHED AT COST OF $100,000.00

HUGE STAGE—Approximately 4000 Sq. Ft. — 40 x 100

MODERN LIGHTING EQUIPMENT

DRESSING ROOMS FOR COMPANY OF 100

IDEALLY SUITED FOR DRAMATIC STOCK, MUSICAL SPECTACLES — OR TELEVISION PROGRAM ORIGINATION

GOOD AUDIENCE PARTICIPATION

LOCATION WITH GOOD PARKING FACILITIES

SEATING CAPACITY 1500 ON 2 FLOORS

CALL OR WRITE OWNER

FRANK FOUCHE

PAN AMERICAN TELEVISION CORPORATION

127 SOUTH BROADWAY

LOS ANGELES, CALIF.

TEL.: MU. 5713

MT. 1776

Webs, Stations Flash Truman’s Statement

(Continued from Page 1)

Irving, Philadelphia and other cities from coast to coast the radio newsrooms buzzed with activities. Regularly scheduled shows were interrupted to carry special bulletins and the full text of President Truman’s prepared statement was carried by some.

WIP, Philadelphia, reported receiving the bulletin at 10:49 a.m. and broadcasting it at 10:50 a.m.

Frances Dee Gets Lead

Hollywood—Bing Crosby Enterprises have signed Frances Dee for the starring role in “Child in the House” by Joe Pagano. The TV film for “Fireside Theater” is produced and directed by Frank Wisbar under supervision of Brewster Morgan, Compton Agency TV head. Dorothy Bruce (Mrs. James Nager) and Doris Anderson have also been inked for top roles. Melodrama rolls Tuesday at Hal Roach studio.

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MT. 1776
TV Tubes Seen Hurt
By High Line Voltage

High line voltage conditions existing in many communities is shortening the life of television tubes, including the costly picture tube. From 30 per cent to 40 per cent, it was disclosed by J. G. Sola, pioneer researcher in voltage problems and president of the Sola Electric Company, Chicago.

Line voltage in some places fluctuates up to 30 per cent above normal, and it only requires increases of six or seven volts to harm the tube, Sola said. He explained the excessive voltage attacks the filament of the tube and burns it out. The fluctuations result from excessive demand on the power supply within a home, or commercial or industrial building, he stated.

To meet this problem, Sola has developed a constant voltage transformer. One major TV set maker is building these voltage control units into his sets, Sola said.

Survey Indicates That Television-Receiver Shortages Will Develop As Xmas Holidays Approach: Advance In Retail Prices Also Forecast

American industry is producing $3,000,000,000 worth of faulty products a year, it was disclosed yesterday. This sum represents the total cost of the rejects annually, and is more than the retail value of all electrical household and appliances, including radio and television sets, manufactured in one year.

According to Howard Coonley, chairman of the executive committee of the American Standards Association, who made these revelations, a greater standardization in industry is needed. He urged management to take a direct and active interest in quality control.

Coonley spoke at the annual meeting of the American Society of Mechanical Engineers in the Hotel Statler, New York City.

He said the “magic of standards” would cut down the number of rejects, and would more than the retail value of all electrical household and appliances, manufactured in one year.

Survey Indicates That Television-Receiver Shortages Will Develop As Xmas Holidays Approach: Advance In Retail Prices Also Forecast

The RCA Antenaplex System is offering complete service to all RCA television purchasers, who have had to slash set production by 40 per cent. A similar move has been made by RCA, which is expected to reduce their output considerably by the first of the year.

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A SAUNDERS, formerly advertising manager of Nestle Company, has been appointed a vice-president of Hewitt, Ogilvy, Benson & Mather, Inc.

FAITH WARREN has been elected president of Chain Advertising, Inc. She will continue as account executive.

THOMAS J. WATSON, chairman of the boards of IBM and IBM World Trade Corporation, will be honored by the Advertising Club of New York at a luncheon Wednesday, Dec. 6. Watson, a former vice-president and director of the club, will receive a Bronze Plaque of Achievement.

OZNI C. BROWN has been appointed advertising manager of Virginia Maid Hosiery Mills, Inc. He has formerly been with several large stores and advertising agencies.

WALTER S. SHELDON, formerly with Hotpoint, Inc., has been appointed advertising manager of Cory Corporation, Chicago.

GEORGE N. KAHN COMPANY, INC., has been named advertising agency for Loussan Fabrics, for swimsuit fabrics.

E. RISPIN WOODWORTH has joined Commodore Productions & Artists, Inc., to work principally on development of film's TV plans and the Clyde Beaty Show, which will be aired three times weekly over Mutual beginning January 1. He was formerly radio-TV director of Addison Lewis & Associates, Minneapolis, and writer-director of industrial and TV films for Reid H. Ray Film Industries, Inc.

Stormy Weather Show
Waterbury, Conn. — WWCO was the only one of three stations to remain on the air in this city during the recent high velocity wind storm. Rain, driven by the winds, and heretofore unparalleled winds, was actually forced into the control room at WWCO, through the walls and window panels. Bob Crager, program director, and James Logan, promotion manager, with the help of Gene Valentino, staff announcer, set up an emergency program entitled "Your Stormy Weather Serenade." The show was put on in place of network shows starting at eight-thirty Saturday evening, November 25th. The program featured weather bulletins, damage reports, bus schedules and transportation information in general. WWCO remained the air until Sunday because of a power failure. WBRY, the city's CBS outlet, had difficulty in resuming its normal program schedule of the enormous damage done to both of its transmitting towers.

Anounces KOA Staff Changes
Denver, Colo.—Lloyd Yoder, general manager of KOA, has announced the appointment of Bob Colby as staff announcer and the promotion of announcer Van Haaften to producer in the program department. Colby started with NBC in 1926 and since that time his radio experience includes announcing and program directing. Haaf ten's latest program, "Van's Night Club," has been a steady hit in this city for the past year and is well liked here.

NEWSCASTER PIRATES TO THE PAST

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New Newsman On WTAG
Worcester, Mass.—John Woods has been appointed assistant day news editor at WTAG. He was formerly with WDFV, Waterbury, Vermont, where he handled news and various other types of air work. Woods has been in radio for eight years.

WSTC Storm Coverage
Sturbridge, Conn. — Despite gale winds and power failures that knocked out a number of stations in the New York metropolitan area during the November 25th storm, WSTC and WSTC-FM were only off the air for 45 seconds. The time it took to switch to auxiliary power after regular sources failed. WSTC and WSTC-FM were the only stations operating in southwestern Connecticut, as WNWK in Norwalk went out of service. WSTC extended its coverage to the Norwalk area, broadcasting storm warnings, police bulletins and late reports. The gale was followed by a roofing contractor rushing on the WSTC and WSTC-FM business department. Roofsers bought up every available spot on stations immediately after the storm ended.

Signs For MBS Programs
Fort Smith, Ark.—H. S. Nakdimen, secretary-treasurer of KWHN, has announced that KWHN Broadcasting Company, Inc., the largest and most powerful radio station here, signed a contract in New York, Wednesday, November 22nd, with Mutual Broadcasting System. The Mutual programs and commercials will be taken over by KWHN from their previous affiliate in this city on or before January 1st, 1951.

Storm Report From WOSC
Fulton, N. Y.—Surviving winds up to 60 miles an hour, WOSC stayed on the air through one of the worst wind storms in the history of Central New York. Other stations in the area lost towers, but WOSC's tower withstood the winds off Lake Ontario. However, the station was off the air for two hours on Saturday morning, November 25th, when a power line had to be replaced. Most of the Fulton-Oswego area was without lights and phone service. Damage caused by the winds was estimated in the hundreds of thousands in the two cities. WOSC devoted many periods of time on Saturday and Sunday to eye-witness reports of damage and to announce emergency messages from authorities.

LEONARD CONNOR, young baritone, who has scored a terrific hit each time he has sung for the GI's at Fort DIX, making his New York debut at Cafe Society Downtown. Radio's "Mr. and Mrs. North," ever-climbing Arthur Godfrey, really established as one of the "whodunit" musts.

Dr. Leon Altman, one of Brook-lyn's top surgeons, fast becoming radio and TV's top medical commentator. Clark Dennis situated on "the Railroad Hour" radio show, with his famous voice, has been named advertising manager of Hotpoint, Inc., has been appointed advertising manager of Cory Corporation, Chicago.

NEW YORK'S POPULAR COFFEE SHOP SODA BAR
ATLANTA'S POPULAR COFFEE SHOP SODA BAR

"ESPECIALLY FOR YOU!
with JOHN BRADFORD"

...is a pleasant switch from the routine platter spinning shows." Variety.

A new two hour afternoon interlude of words and mellow music tailored for the home and daytime listeners.

A real "switch" for the sponsor.

MONDAY-SATURDAY — 2:00-4:00 P.M.
Radio Daily - Television Daily

Kaltenborn Address
At RCE Luncheon

(Continued from Page 1)

Astoria, the speaker gave his views regarding the atomic bomb, the need for stepped-up military preparedness, and soberly said: "It's no longer a cold war but a hot war." Al Kaltenborn believes that the atomic bomb dropped on Manchuria now would not serve any useful purpose.

He said there were few industrial centers or military installations that would justify such an act. He believes, however, in event of a war with Russia that the atomic bomb would be effective in destroying oil refineries and industrial installations.

On the lighter side, Kaltenborn laughed as ABC engineers played back a recording of President Truman's imitation of him predicting that the President would lose the last national election. He was amusing to hear as he referred to the part of the copyrighted book of his. "Fifty Fabulous Years," which was sent President Truman turning up with 16 blank pages.

Members of the REC were privileged to question Kaltenborn on world events following his talk.

An innovation at the luncheon was the presentation of a 16-minute world news summary by Don Gardner of the ABC staff. This was followed by a trade news report given by Frank Burke, editor of Rano Daily.

Philo Appointments
Announced Yesterday

Appointment of Frederick J. Willard as vice-president—and of Frank Leary Sherman, vice-president—for foreign operations of Philo Corporation was announced yesterday by Dempster McIntosh, president of the company.

Willard had been in Philo export sales since 1932 when he became a travelling representative in Latin America. After war duty he joined Philo International in 1946 as a sales territory correspondent. He was named sales manager—refrigeration in 1947, assistant general sales manager two years later and general sales manager early this year. In his new post, Willard will be responsible for all sales abroad of Philo products.

Sherman joined Philo Interna
tional in 1946 after several years of experience in export sales of radios. He handled distributor sales of Philo products as his first job and was named radio sales manager in 1949 and became manager of foreign operations in 1950. In his new position, Sherman will be responsible for the assembly and manufacture of Philo products abroad.

At the same time it was announced that Radcliffe L. Roney, who has been in charge of the territory corresponding department of Philo International Corporation, is now vice-president and executive assistant to the president.

Phonevision Tests
Delayed By Zenith

(Continued from Page 1)

10th said, "and commencement of the actual trial will shortly be made possible by decision of several of the film-producing companies to provide feature motion pictures for the experiment.

It was revealed yesterday that James Petrillo, president of the American Federation of Musicians, had granted Zenith permission to use the sound track of musical films during the course of the 90-day Phonevision tests.

The 300 test families who will participate in "home box office tele-
vision" will be offered a new program every day and will be charged $1 for each program they decide to see in their homes. Any television receiver in the Chicago area tuned to Channel 2 will be able to receive the Phonevision broadcasts of the pictures, but in a manner so jumbled as to appear unintelligible.

Skytte Will Become
WBAL Promotion Head

Baltimore — The appointment of Carl B. Skytte to the post of promo-
tion director at WBAL and WJZ Promotions, Inc., by WBAL-AM, owner and joint owner of WBAL-TV, for both stations.

He replaces Fred S. Heywood, who moved up to assume duties as TV production manager.

Skytte was formerly public relations director for the Rustless Iron and Steel Corporation in Baltimore, and served as promotion director for the Owens-Illinois Glass Company in Toledo, Ohio, for several years. In addition, he has had extensive newspaper experience both as a writer and cartoonist.

Broker Buys Time

Ira Haupt & Co., members of the New York Stock Exchange, has be-
gain sponsorship of a three-times-weekly quarter-hour series over WTHL, Hempstead, Long Island. The program, which premiered Monday, Nov. 20, at 1:45 p.m., discusses matters of general interest to Long Island women and offers information about the modern field of mutual funds investment. In addition, a Long Island woman of the week is chosen and interviewed on the program each week.

Re-elected

Hollywood—Proposals of some leaders of the Academy for settlement of the jurisdictional dispute with Screen Actors Guild have been accepted by the SAG board. TVA, says SAG, wants 100 per cent control over live TV shows, and demands, in addition, that SAG relinquish to TVA a 50 per cent control over all television motion pictures.
A new way to say
"On earth peace . . .
good will toward men . . ."

IT IS NO SECRET
(What God Can Do)
Recorded by

STUART HAMBLEN (Columbia)
THE MARINERS (Columbia)
JO STAFFORD (Columbia)
KITTY KALLEN & RICHARD HAYES
(Decca)
BOB HOUSTON with JACK PLEIS
(London)
RAY SMITH (London)
OZIE WATERS (Coral)
BILL KENNY at the INSKPOTS (Decca)
HANK (SUGARFOOT) GARLAND (Decca)
JO STAFFORD
TOMMY
LES PAUL
KITTY KALLEN & RICHARD HAYES
BOB HOUSTON with JACK PLEIS

Recorded by

Gene Autry
WAYNE KING

Another BMI Pin-Up Hit!
TENNESSEE WALTZ
Published by Acuff-Rose
Recorded by

PATTI PAGE
ERMA HAYKINS
(Erma)
ANITA O'DAY
FOXY O'MIGHTS
JO STAFFORD
TOMMY TUCKER
LES PAUL
WAYNE KING
GUY LOMBARDO

EXCLUSIVELY LICENSED BY
BROADCAST MUSIC, INC.

2 Johnny Marks' Songs
RUDOLPH THE RED-NOSED REINDEER
WANTED SANTA CLAUS
GETS YOUR LETTER
Recorded by Gene Autry

ST. NICHOLAS MUSIC, INC.
1619 Broadway, New York 19, N. Y.

Great New Waltz
CROSS MY HEART.
I LOVE YOU

Cromwell Music, Inc. — ASCAP
129 W. 32nd St., New York 19, N. Y.
UPTURN IN RADIO INTEREST STRESSED

RCA Scientist To Receive '51 IRE Honor Medal

Dr. Vladimir K. Zworykin, director of electronic research and vice-president of RCA Laboratories Division, Princeton, N. J., has been voted the 1951 Medal of Honor by the Institute of Radio Engineers for his distinguished contributions to the development of television. It was announced (Continued on Page 2)

BBC Listener Lands In Court

London—Florence Hardy, 28 years old, gave vent to her feelings about BBC radio programming by hurling a brick through a window of the main studios of the government broadcasting company. In court, Miss Hardy told the judge: "I felt the place needed to be livened up a bit. We have been having some lousy programs lately." The court took her pleading under advisement.

NAB District 14 Hears 'Editorializing' Plea

Glenwood Springs, Colo.—Radio stations are missing a good bet if they don't take advantage of the opportunity to editorialize, said Rex Howell, a veteran at the business of commenting to each other, was demonstrated by as many as three separate radio stations answering calls continuously throughout the night with Elmer Davis and Martin Agronsky doing the comment, assisted by (Continued on Page 3)

Drake Joins NAB Staff

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According to announcements as of yesterday, ABC will air the proceedings over the network with Elmer Davis and Martin Agronsky doing the comment, assisted by (Continued on Page 3)

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An urgent call for civilians experienced in communications and electronics for employment in the Army Signal Corps Center at Fort Monmouth, N. J., was issued yesterday through the public information office of the military post.

It is reported that 150 jobs exist for instructors in microwave radio relay, radio electronics, fixed station radio, central office techniques, telephone installation and maintenance. All appointments will be temporary.

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Davis, president of the Federal Reserve Bank of St. Louis, replaces (Continued on Page 2)

RTMA Meet Opens Monday; Parts Div. Chairman Named

Washington Bureau of RADIO DAILY

Washington—Vital decisions affecting the future of TV, as well as serious war production problems, are slated to come before the RTMA board at a meeting here next week in the Roosevelt Hotel. The TV committee meets today to draw up recommendations to the board in connection with the PCC call for manufacturers to tell whether they will equip new TV sets with special units to enable them to be adapted easily to CBS color broadcasts.

Chairman R. G. Zender of the RTMA parts division, has announced chairmen of 20 of the 21 sections of that division for the present year, and a meeting of ceramic manufacturers to select the chairmen for the ceramics group will (Continued on Page 3)

New Champ

Bill Leonard, whose "This Is New York" is heard daily on WCBS, will go two rounds with Joe Louis at Pompton Lakes next Wednesday and the next day will take on Eddie Charles for the same distance. He'll give his impressions of the air, and on Sept. 23, speaking from experience, will predict the winner of the coming championship bout.

Am-IHF-Complete Coverage Of '39 Box Office Records

Parks, Fla.—Complete coverage of the 1939 box-office records was voted by the Filmrow organization here today to Friedman, Lipman.

Chick Corea of the怎样 to Five

Chick Corea, who is heard daily on the怎样 to Five, will have a new feature on the show.

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IRE ’51 Medal To Zworykin: Fellowships Given 41 Others

(Continued from Page 1)

yesterday. In making this award the board of directors of IRE also conferred the grade of Fellow upon 41 outstanding engineers and scientists in radio, television and allied fields. The IRE will make the Medal of Honor Award to Dr. Zworykin and also will confer the fellowships on 41 other members of the Institute’s faculty.

The research activities of Dr. Zworykin and the group of scientists working with him have been so connected to television but included many phases of electronics and electron optics. This work led to the development of many interesting and important devices, including various forms of secondary-emission multipliers and image tubes. The intensive study of electronic optical processes was especially important during the war years, but the project progressed steadily and after several years of concentrated effort, Dr. Zworykin and his group developed an electron microscope capable of providing fifty to one hundred times the useful magnification of an ordinary light microscope.

Dr. Zworykin’s research in electronics and electron optical processes contributed greatly to the war effort. In the Spring of 1934—five years before the start of World War II—Dr. Zworykin formulated the principles for an airborne television system to serve in guiding radio-controlled flying torpedoes. Research on this project progressed steadily and before the United States entered the war, considerable success had been achieved in the development of practical airborne television apparatus. The results were revealed in March, 1946, in an airborne television demonstration at the U. S. Navy Air Station, Anacostia, D. C., Active in World War II.

In World War II, Dr. Zworykin performed distinguished service as a member of the Scientific Advisory Board to the Commanding General of the United States Army Air Forces, the Ordinance Advisory Committee on Guided Missiles, a member of many phases of the National Defense Research Committee.

In the course of his war work, he directed research resulting in the development of aircraft fire control, infra-red image tubes for the famed Sniperscopes and Snop- tronopes, research of guided missiles, storage tubes and effective improvement of radar systems.

At present, Dr. Zworykin is directing work on an electronic calculator which may make possible accurate weather predictions, for example. Principles of the project are now under development at RCA Laboratories in cooperation with Dr. John Von Neumann of the Institute for Advanced Study at Princeton, N. J.

With the awarding of the Medal of Honor, Dr. Zworykin was also awarded the Fellowships on 41 other members of the Institute’s faculty.
'New Lease On Life' For Radio Forecast

Continued from Page 11

Robert Kintner, president of ABC, is quoted as saying: "The current situation is just the opposite of the feeling that prevailed several months ago. It looks now like many advertisers who have been on the fence about radio will be back for the 1950-51 season. The resurgence of advertiser support for radio is being definitely felt here at ABC." In analyzing what sparked radio's comeback, the Wall Street Journal article says: "Broadcasters attribute it to several factors. Most important, they agree, is the sharp upturn in advertisers who early in the summer indicated they were through with radio. The fighting, radio had fewer listeners than a year ago. Last June, before the outbreak of the Korean war. The article says: "Broadcasters attribute the heat on the networks for lower rates, especially in the peak evening listening hours-between 7 and 11 p.m., with Mutual following WOR will feature a re-cap of the day's doings to be presented at 10:30 p.m., with Mutual following suit. Several independents will also feature antenna & sound equipment division, under Chairman A. K. Ward, will meet at 2 p.m., on Monday several committees and division sections will meet. Among these are the antenna, metal stampings & metal specialties, ceramic, transformer, and variable resistor sections of the parts division, the broadcast transmitter and associated group on Government procurement, of the transmitter division.

New Groups Formed

The newly-formed sales managers committee, under Clifford J. Hunt, of Stromberg-Carlson, will also meet Monday morning and the new marketing research committee, under Chairman W. H. Rinkenbach, of Capehart-Farnsworth, will meet the afternoon of the same day. A recommended code of ethics on TV set advertising is scheduled to be discussed.

The Walsh-Healey minimum wage determination committee, under Chairman Robert C. Sprague, Jr., will meet Monday, in preparation for forthcoming conferences with the U.S. Labor Department. The service committee also will meet the same afternoon.

The stars of today and tomorrow are...

Yours for more Sales

...with the new era in

Thesaurus

"The Tex Beneke Show"

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!
"war front - however, millions eavesdrop, crack newsmen swap inside information ... 18,000 miles apart!"
Something unprecedented is happening every Monday at 9:30 pm. 
NYT. In response to increased public interest in news (July 1950 ratings for Mutual commentators are up 53% over July 1949) Mutual offers listeners on the home front the first regular chance in radio history to "eavesdrop on a party line" direct to the war front, in "WAR FRONT—HOME FRONT."


It takes special circuits of landlines and shortwave totaling 18,000 miles. It takes special talents in the gathering and transmission of news. It delivers what the New York Times calls "a new type of program, and a good one indeed..." Variety calls it "informed, succinct and up-to-the-minute..." and Time labels it among "radio's best and newest efforts..."

To get your message in on the call that is heard by millions phone, write or wire our nearest office and ask about...
By SID WHITE

Man About Manhattan. . .!

- - - BIGTOWN SMALL TALK: According to the way we hear it, several CBS officials decided to phone friends, relatives and acquaintances the other p.m. to ascertain the effect of the Eddie Cantor show on their 8-9 Sunday nite monopoly. Of the 50 people called, 39 confessed they were viewing the Cantor show. . . . Governor Paul A. Dever, of Mass., is planning most of his hopes for re-election on a strong radio and TV campaign, (Leads off this Sat. with an appearance on "20 Questions"). . . . When the "Stork Club" goes five-times-week (with new time at 7 p.m.), three erases will be rotated. (Johnny Johnson will be one). . . . Leo Fuld rates 2 G's per at the Latin Quarter in Montreal, while his fee at the Chez Paree will be 3 grand. . . . Mitch Miller and Irving Caesar signed as permanent panel members of Jan Murray's "Songs For Sale," which makes a lotta sense. . . . Dennis James, credited by many as the man responsible (and we use the word advisedly) for resurrecting wrestling, will author a tome on the stunt that has yet to discover "County Fair," which was a high Hooper favorite which was a very popular show. . . . The normal season pickup after August 1 in radio and television business was intensified this year by the psychological effect of the Korean War. He added that Zenith's plants are opening close to capacity and that the company is presently allocating production of radio and TV receivers.

Frigidaire To NBC-TV Every Fourth Sunday

(Continued from Page 1)ful Eddie Cantor show last Sunday, and with announcements made that the next two weeks will be filled by Martin and Lewis and by Fred Allen for Colgate, there has been speculation as to what would be done with the fourth "open" Sunday.

Bobby Clark, who has long been sought by video sponsors, was signed this week by Frigidaire to appear in this spot once every eight weeks, his first appearance coming on October 1st. Bob Hope, who contracted to do four hour-long shows for Frigidaire this year, will do the fourth and last on October 29th in the new time slot. His third Frigidaire show comes off tonight from 8-10 and temporarily displacing "Believe It or Not" and "Hawkins Falls, Population 6,200."

Three Agencies To Place Gray's Increased Budget

Details of new assignments to handle the largest advertising campaign in the history of Gray Manufacturing Company were announced yesterday by Richard O. Pullin, director of advertising for the firm. Bulk of advertising will be on the audograph, the company's electronic recording machine with the campaign also covering the Gray Research and Development Company, the Gray Telop and the Sound Effects Console used for radio and TV. The advertising program budget, well over a quarter of a million dollars, will be divided into three sections. Erwin Wasey will handle consumer and trade advertising of all phases of Gray activity. Dickie-Raymond, Inc. will handle direct mail on the Audograph while Ruder & Finn Associates will be in charge of public relations activities on all aspects of the firm.
NAB District 14 Heears 'Editorializing' Plea

(Continued from Page 1)

“editorializers” for years on KFXX, Grand Junction, Colo., is the manager of the period in which the FCC’s “Mayflower edict” which was reversed last year. He was a leader nationally in the battle of 100 broadcasters for protection against editorializing removed.

Now that the ban has been lifted, Howell said, he doubts that one percent of the nation’s broadcasters are editorializing. By not doing so, he said, they are missing one opportunity to be of service to their communities and at the same time enhance their own status.

Howell also called on the FCC to clarify what he called confusing and conflicting interpretations of what stations must do in the way of giving equal time for opposing viewpoints. He declared that newspapers have more influence for radio stations mainly because of their editorial policies, and that radio “is looked upon primarily as a medium of entertainment and hence of only secondary importance in the eyes of some in your community.”

William B. Green of KBFC, Cheyenne, Wyo., district director, presided at the convention, attended by more than 100 broadcasters from the states of Colorado, Wyoming, Utah, Montana, New Mexico, Idaho and South Dakota.

District 14 followed the lead of others which have met this year in ratifying a new, larger broadcast advertising Bureau, as proposed by the NAB board, also in joining Justin Miller, NAB president, in a promise that the convention was a progress of the broadcast and radio industry in national defense. Judge Miller, in a convention talk, urged broadcasters to require fingerprinting of employees as a logical preparation of defense against internal sabotage in case of a worsening of the emergency.

Delegates were entertained on the convention’s first day by Eddy Rogers and the staff orchestra of KOA, Denver, transported the 170 miles to the convention city by KOA general manager Lloyd E. Yoder. The orchestra fed its daily NBC network show from the convention scene.

Incidentally, the convention was saluted coast to coast on the “Game of the Day” baseball broadcast on Mutual, of which KGL, here, is an affiliate.

Crusade Documentary

Minneapolis—A special half-hour documentary drama, “The Big Lie,” in behalf of the Crusade for Freedom was presented 9-00-9-30 p.m. Wednesday by WCCO, CBS outlet in the Twin Cities. The production was written and supervised by George Grim, WCCO news analyst and former staff writer for Minneapolis Tribune. General Eisenhower and General Clay were featured in the presentation.

SUBTLE and easy-going Jim McKay, whom WCBS-TV recently borrowed from WMAR-TV, Baltimore, to emcee its large afternoon block (4-6 p.m. Mon-Sat), when holding down his one-and-a-half-hour daily stint on The Real McKay” is fine fashion. Mixing a bit of the Dave Garway way of humor along with an Arthur Godfrey-ish sincerity, McKay paces a smooth show of interviews with unpretentiously unpretentious bits of material produced by brush Ellen Parker and pianist Mac Ferrin, and several short flickers, which have a little unfortunate age. Being an ex-newspaperman on the Baltimore Sun (where he was known as Jim McManus, a tough name for an announcer), McKay shows a good journalistical hand in picking humorous and profound bits from the afternoon newspapers—shades of Will Rogers. Rumors say he’ll be re-organized at 10:00 a.m., after network programming takes over the afternoons.

TODAY’S TV personally: A scholarly gent with degrees from Cambridge University and Columbia University, who presides over the radio and TV departments of Compton Advertising, Inc., in the person of LEWIS H. TITTERTON.

Lewis is a sound business executive along with his academic accomplishments. He has seen it all and has had wide experience in both the radio and TV fields. Titterton was a journalist in his early professional days. He became assistant editor of Atlantic Monthly in 1923 and a year later moved on to Magazine Management company where he was assistant to the general sales manager. In 1932 he entered the field of radio as a script editor with NBC. He served as executive with NAB from 1932 to 1934. In 1934 he joined the Compton agency as director of radio and television, which became the agency’s v.p., in charge of radio and television. His home is in Pleasantvillle, N. Y.

A veteran of the two-day vaudeville days who was a bigtime manager in the era of the Palace walked into the editorial offices of Radio Daily yesterday and sounded off on what he thinks is wrong with the present variety shows. (July 17, 1950) TV. The veteran showman was moderator when he apologized over the crop of personality emcees “who come crashing into the living rooms of TV homes with much fanfare and an assortment of glib night club gags labeled jokes.” He believes TV is no place for these of the ‘Johnny-come-lately’ boys. He thinks that the soft spoken personable TV artists such as Arthur Godfrey, Dave Garway, Jack Benny and Fred Allen are the acceptable ones in the average TV viewer’s home. After all, he contends, the emcee comes into the living room as a house guest and should conduct himself in the manner of a visitor. Could he be right?

The premiere of the “Calling Comedian Hour” starring Eddie Cantor, showed 51 minutes broadcast, a special Hooperating released yesterday by C. E. Hooper, Inc. This special rating is one of the first released to sell to stations until Thursday, July 29, 1950, 10:00 p.m. est. It is said that the program was released as a result of the Compton agency back over the same wavelength to the same market, with the same results as the original transmission by these stations. The multiplex equipment, which is capable of use additional channels.

Drake Joins NAB Staff

In Station Relations Post

(Continued from Page 1)

In his new post, Drake will devote full attention to membership solicitation and field contact with NAB members. He will report directly to Allan Ryan and during the first month will divide his time between the Washington and New York offices of NAB getting acquainted with the association’s field operations.
WALTER A. LOWEN, head of the Walter Lowen Placement Agency, with the direction of the copy clinic of the Advertising & Selling Course conducted by the Advertising Club of New York. Among those who will serve as heads of various meetings are: George L. Miller of R. T. O'Connell Company, Alfred Eichler, The Blaw Company; Sidney H. Gielerup, Marshalk & Pratt Company, Inc.; Roger Purdon, W. H. Wentraub & Company, Inc.; James L. Breslov, Macy's, and Carlston L. Spier, BBD&O.

J. M. HICKERSON, INC., has been absorbed by Albert Frank-Guenthner Law, Inc., and J. M. Hickerson has been elected president of the latter agency, it was announced by Emmett Corrigan, chairman of the board. The merger will become effective October 1. The Hickerson firm, with offices in New York, Chicago, and Detroit, was formed by the new AFGL president in 1939. Hickerson succeeds Frank J. Reynolds, who has been upped to vice-chairman of the board.

BENNETT MOODIE has joined the copy department at Geyer, Newell & Ganger, Inc. He was formerly copy chief on consumer accounts for Moore-Marston, Inc., of Philadelphia.

JOSEPH G. STANDART, JR., has been appointed to the Detroit office of Kenyon & Eckhardt, Inc. He becomes general assistant to Don Miller, vice-president in charge of the agency's Detroit office.

ACADEMY OF ARTS AND SCIENCES and its five-year activities will be honored by AMPA at a luncheon some time in October. Charles Bragdon, president of the Academy, will be awarded an AMPA "Oscar."

WILLIAM A. BARTEL, account executive of Ellington & Company, Inc., has been appointed a vice-president of the agency. He has been with the agency since 1949, and before that was vice-president and director of the John H. Cairns Company.

RADIO DAILY—TELEVISION DAILY

Thursday, September 14, 1950

COAST-TO-COAST

KFI-TV Children's Show Awarded

Los Angeles, Calif. — "Children Should Be Heard" the television show enunced by Harry Koplan on KFI-TV each Monday from 7:30 to 8:00 p.m. received a special commendation as an educational program by the California Teachers Association — Southern Section. Lionel DeSilva, executive secretary of the association, presented the Shield of Merit plaque to Koplan for his show. The award by the CTA is the first ever to be presented to any television program for its educational qualities.

FORMER ALL-AMERICAN JOINS KFAB

Omaha, Neb.—"Blue" Howell has joined the KFAB sports staff, it has been announced by Lowell Barnsgey, sports director for the station. "Blue" will do color and analysis for WHBC. The University of Nebraska football broadcasts this fall, Howell was an All-American in 1928, later became coach at LSU and still later at Yale University. Howell's broadcast activity will range through the co-operation of several Lawrenceville merchants in the public interest. Teams and players participated from all major communities in Southside Virginia.

Golf Tourney Recorded

Creve, Ia.—WSVS and WSVS-FM were on hand with remote equipment and tape recording equipment at the Golf Association Annual Tournament held at Lawrenceville. Station manager John Sadler taped interviews and color at the end of the first round and then at the conclusion of the tournament. Tournament officials and participants were interviewed. The tournament broadcasts were arranged through the co-operation of several Lawrenceville merchants in the public interest. Teams and players participated from all major communities in Southside Virginia.

Potato Contest Results

Canter, O.—E. D. Fisher of Fisher Farms, Bolivar, was the winner of the first WHBC Potato Contest and received a twenty-five-dollar Savings Bond for having grown the largest potato in the WHBC listening area. Fisher's prize winning potato weighed 2 pounds 4 ounces. The judging for the contest was done by Mart Vernon, who is connected with the Stork County Department of Weights and Measures. The award was presented by John Baker, WHBC's farm editor.

To Air Coaches Roundtable

Indianapolis, Ind. — On Friday, September 15th, Tom Carnegie, WRE sportscaster, will take the mike at 1650 Broadway for an annual meeting of the Kiwanis Club Football Coaches Roundtable. The program will be preceded by Bill Fox of the Indianapolis News. Guest coaches will be Tony Hinkle of Butler, Holcomb of Purdue, "Moose" Krause of Notre Dame and Clyde Smith of Indiana.

RECORDS ON PARADE

By TED PERSONS

RADIO DAILY's "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

BOB CLAYTON, WHDH, Boston, Mass.
"Orange Colored Sky," Nat "King" Cole (Capitol)
"Forbidden Love," Vic Damone (Mercury)
"Bill Bailey, Won't You Please Come Home," Jimmy Durante-Eddie Jackson

ART FORD, WNEW, New York, N. Y.
"Waiting For The Train To Come In," Perry Como (RCA Victor)
"Music Maestro, Please," Frankie Laine (Mercury)
"High On The List," Bing Crosby (Decca)
"I Only Need $999,999.99," Freddie Holl (Coral)

EDDIE GALLAGER, WTOP, Washington, D. C.
"Too Far For Two," Doris Day (Columbia)
"Patricia," Perry Como (RCA Victor)
"Nevertheless," Paul Weston (Columbia)
"Dream Girls" Album, Tony Martin (Capitol)

DAVE MILLER, WPAT, Paterson, N. J.
"Just Say I Love Her," Johnny Desmond (M-G-M)
"Can't We Talk It Over?" Andrews Sisters (Decca)

DAVE MILLER, WATF, Paterson, N. J.
"Mouli Chimes," Jerry Byrd (Mercury)
"I Regret To Say Aloha," Jerry Byrd (Mercury)
"Kauai O Mio Honolul," Jerry Byrd (Mercury)
"Be Mine Sweetheart, Be Mine," Jerry Byrd (Mercury)
"Pig Pig," Burr Ives (Columbia)

GENE NORMAN, KFWB, Hollywood, California
"You've Got Me Crying Again," Billy Eckstein (M-G-M)
"In My Arms," Mitch Miller (Columbia)

PRESSING BUSINESS: Walter Rivera, Capitol Records Eastern Div. & A. R. man, is going into the field, to introduce the sensational album, "Voice of the Xtabay," by Yma Sumac, the gal with the four octave range. Dinah Shore a guest on the Bob Hope TV vehicle tonight... The Frank Sinatra-Ben Blue show will teevee Saturday night, Oct. 7th... The special material delivered by Frank Loesser on the Ethel Merman Miller schedule this afternoonCheers minutes before he went on miles... Johnny Parker, Capitol Records artist, is making the deejay circuit.

AGENCIES

WALTER A. LOWEN, head of the Walter Lowen Placement Agency, with the direction of the copy clinic of the Advertising & Selling Course conducted by the Advertising Club of New York. Among those who will serve as heads of various meetings are: George L. Miller of R. T. O'Connell Company, Alfred Eichler, The Blaw Company; Sidney H. Gielerup, Marshalk & Pratt Company, Inc.; Roger Purdon, W. H. Wentraub & Company, Inc.; James L. Breslov, Macy's, and Carlston L. Spier, BBD&O.

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Dics Jockeys Write for FREE SAMPLE RECORDS

No. 1201, "SHAKE SHAKE" backed by "I SHOULDN'T LOVE YOU BUT I DO"
No. 1202, "I'M LOST" backed by "I SHOULDN'T LOVE YOU BUT I DO"

Recorded by Buddy Hawkins and Keynotes with the Big Sam Quintet

SKYSCRAPER RECORDING CO.
1650 Broadway
New York 19, N. Y. 16-2232
‘DEFENSE BULLETINS’ START MONDAY

Mitchell Resigns NBC Post; Will Join Muzak

**Former BAB Chief Leaves Network: For APS Post**

Maurice B. Mitchell, who left Broadcast Advertising Bureau to become a sales executive with NBC, yesterday resigned his network post and became general manager of the Associated Program Service of Muzak Corporation. Mitchell’s NBC resignation was confirmed at network

(Continued on Page 5)

**McBride Program To WJZ From WNBC**

Mary Margaret McBride, now in her 17th year of broadcasting, is leaving WNBC, key station of the NBC web in New York, and will become a program feature on WJZ. It was announced by ABC yesterday.

(Continued on Page 3)

**Ziv Acquires Studios For Coast Production**

*West Coast Bureau of RADI0 DAILY*

Hollywood—The Frederic W. Ziv Company and its affiliate, Ziv Television Programs, Inc., have obtained a five-year lease on a substantial portion of The California Studios.

(Continued on Page 5)

NAB Regional Okays Sales Promotion Unit

Cincinnati—Nearly 100 broadcasters of NAB’s Seventh District yesterday endorsed the board plan to set up a separate sales promotion agency.

The resolution was adopted by the broadcasters from Ohio and Kentucky after a report by Allen M. Woodall, general manager of WDAK, Columbus, Ga., visiting NAB board director who is a member of

(Continued on Page 7)

Gertrude Lawrence Cost For CBS-TV Opposite Berle

Competing with Milton Berle on Oct. 10th for CBS-TV will be Gertrude Lawrence, starring in the premiere telecast of the new hour-long drama sponsored by Prudential Insurance. As yet, the show has no title and no supporting actors have been announced.

(Continued on Page 2)

**Cuban Radio-TV Operations To Open New York Office**

Plans to open a New York office to further the television and radio interests of Union Radio, Cuban network operation, was announced yesterday in New York by Gaspar Pumarejo, director of Union Radio.

(Continued on Page 6)

CBS Re-Aligns Sked For Sunday, Daytime

Extensive realignment of the CBS Sunday daytime radio schedule for the fall season was announced yesterday by Hubbell Robinson, Jr., vice-president in charge of network programs. Most of the changes will take place September 24 and October 1. The new line-up is based on the CBS program board policy of "continuous re-examination of the

(Continued on Page 6)

Football Coach Heard As Richards’ Witness

**Heads FCC Dept.**

Washington—Joseph Nelson is now acting chief of the TV branch of the office of the general counsel of FCC, succeeding John McCoy. McCoy left this week to head the legal department of the Fort Industry Company, licensees of radio stations in Michigan, Indiana, Georgia and Florida, with offices at Birmingham, Mich.
Football Coach Heard
As Richards' Witness

(Continued from Page 1)

Monday with strong testimony supporting the station owner.

Anderson, said he had known Richards for 25 years and had coached the Detroit Lions professional football team in 1939 under Richards' ownership.

Under direct examination of Joseph W. Burns, attorney for KMPF, WJR and WGAR, Anderson said, "I have heard Mr. Richards discussed throughout the country by other owners, businessmen and sportswriters. We believe he is one of the greatest American sportswriters living today."

"Mr. Richards is a great American citizen. He has done a great many things for the youth of America. His reputation for honesty and integrity is very good."

Daines Preclude

Refuting FCC inferences that Richards was anti-semitic, Anderson testified Richards hired Jewish players and a Jewish trainer for his championship football team.

He explained that a trainer occupies a trusted position on any team and that he was usually a liaison between player and coach.

Anderson also testified he never heard about Mr. Richards being prejudiced against any racial or religious groups.

Gertrude Lawrence Cast
For CBS-TV Opposite Berle

(Continued from Page 1)

been cast. Miss Lawrence's latest role was in the film version of Tennessee Williams' play, "The Glass Menagerie," opening soon at Radio City Music Hall.

Pontiac Will Sponsor
ABC-TV Football Pix

The nation's top football games will be culled by the ABC television network for presentation (on film) over "All-American Game of the Week," which will be sponsored by the Pontiac Motor Division over the complete network, as of Sept. 26th. Scheduled for Tuesdays in the 8 to 8:30 p.m. slot, "All-American Game of the Week," will be carried by all the inter-connected stations and on selected Tuesdays and Wednesdays by the cities outside the cable area.

The intersectional contest between Michigan State and Oregon State on Sept. 23rd will be the first presentation on the 26th. Following that, the clash between Ohio State and Southern Methodist, which will be played on Sept. 30th, will be shown on Oct. 3rd. A board of acknowledged football experts will choose the succeeding games.

Produced by Sports Vision, Inc., the program will be narrated by West Coast commentator Bud Foster, with Paul Manis, John & Adams the agency.

Say FCC Shifts Opinion
Re Pearson-Allen-WBAL

(Continued from Page 1)

participating because of his battle with Pearson at the time of his appointment to the Commission 1947.

Just who has shifted could not be learned, with lawyers for both sides waiting anxiously to see how the case will be decided.

The proceeding was brought pursuant to the FCC's blue book and with Pearson and Allen charging that WBAL programming is poor in comparison to Pearson's to WJMA.

Because they can give better service to the public, they argue, the WBAL renewal should be refused and the channel given to them.

The Commission is expected to come forth soon, too, and it will not to adopt a uniform policy of dealing with applicants whose records include violation of anti-trust laws in other industries.

This was the subject of a hearing this spring, and is a question which has plagued the Commission for years. Motion picture companies are especially concerned, with their future activities in TV broadcasting very much at stake.

The Commission is expected to refuse to adopt any uniform policy, instead notifying the industry that it will treat each case individually.

At the same time, it is expected to comment on the competitive picture among AM, TV and motion pictures, warning that in determining among various applicants for TV licenses it will at all times seek to guarantee the most competitive situation it possibly can.

New Stafford 'Voice' Show
Will Aim At Youth Abroad

Jo Stafford will be featured on a new world-wide "Voice of America" radio program to help free the world for freedom and how it works.

The show will be prepared and beamed especially for the young people, throughout the world to counter the untruths about democracy being broadcast by Communist propagandists. To be launched in about two weeks, it will be aired over the expanding facilities of the "Voice of America" and via cooperating stations in other countries.

While the program will include songs by Jo, the format will also feature comments on youth activities in the U.S. as well as a personal message from Miss Stafford.

WLAW Program Head Honored

Lawrence, Mass. — Frederick P. Laffey, program manager of WLAW, will have been honored by the departments of the Army and Air Force with the presentation to him of a "Certificate of Appreciation" for his efforts in having the program "Voice of the Army" broadcast over WLAW for many weeks. The presentation was made by Captain Robert J. Green, public relations officer of the Army and Air Corps recruiting service in Boston.

WITH AGAINST IN RADIO AUDIENCE
WITH 23.8

STATION A 23.6 (NETWORK)
STATION B 21.4 (NETWORK)
STATION C 15.5 (NETWORK)
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:
WITH ..... $36
STATION A ..... $35
STATION B ..... $50
STATION C ..... $70
STATION D ..... $30

COMPARE! COMPARE! COMPARE! W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates — what a bargain! For full details, call your Headley-Reed man today.
"Defense Bulletins" To Stations Monday

(Continued from Page 1)

...personnel, sponsors and notes

JOHN H. PINTO and ADRIAN BRYAN KUHN have joined the radio and TV copy department of Cecil & Presbrey, Inc. Pinto was formerly with MCA and Mrs. Kuhn was most recently copy chief of Norman D. Waters & Associates.

WILLIAM L. WERNICKE has been named television director of Morey, Humm & Johnstone advertising agency. He was previously director of TV for Stanley-Neil Productions.

NELSON C. HAHNE has joined the art department of the Dayton, O., office of Geyer, Newell & Ganger, Inc., as assistant art director. He had been art director at Parker Advertising Company of Dayton.

BUCHANAN & COMPANY, INC., has been appointed to handle advertising for the Sherry-Netherlands Hotel of New York.

DICK GERSH and MARJIE KARAN have joined the Buddy Bauch Office, New York City.

JEROME N. GLOGAU has resigned as vice-president of Malcolm Advertising Agency, Inc.

J. R. DAVIS has resigned as vice-president in charge of sales and advertising for the Ford Motor Company, due to ill health. He will continue as a vice-president and member of the company's board of directors.

FRANKLIN, TERTIN & TRAGERMAN, INC., of New York City, to handle television promotions for Hecht Brothers department store.

MARTIN W. JACOBSON has been appointed a vice-president of Moss Advertising in this country of the Festival of Britain, 1951. The Festival will present Britain's contribution to civilization in terms of science, inventions, industry and architecture.

NEEDHAM & GROHMANN, INC., to handle Nestea, a soluble tea product marketed by The Nestle Company, Inc.

McBride Program

To WJZ From WNBC

(Continued from Page 1)

...well as the daily 1 to 2 p.m. period on WJZ.

Officials of ABC declined to reveal the terms of the contract with Miss McBride but said it was a long-term agreement.

During her 17 years in radio, Mary Margaret has had interviews with more than 12,000 personalities. At present her daily program on WNBC is said to have approximately 30 sponsors. ABC reports that 17 sponsors have already agreed to continuance of their participation on the WJZ programs.

Youth Program Returns

Detroit, Mich. — The 70 voice chorus and vocal groups of WJR's "Make Way For Youth" program returned to the air after a brief summer hiatus last Sunday, September 17th. The program originates each week from the Goodwill Station and is fed to the entire CBS network. The chorus is composed of local teenage acts from a score of high schools. Lending professional support to the talented teen-agers is the full 24-piece WJR orchestra conducted by musical director Paul LaVoie.
The Mailbag

Claims FM First

"I have read with some surprise a report in your issue of September 14th entitled Demonstrate Triple Use of 'FM Multiplexing' in which the statement is made:

'FM multiplexing, a new revolutionary electronic technique whereby as many as three separate radio signals can be transmitted over one FM wavelength without interference to each other, was demonstrated yesterday.'"

"For the sake of the record, may I point out that FM multiplexing is not new. On November 24, 1934, four separate signals were transmitted by me from the Empire State Building in New York City to Hadfield, New Jersey, some 80 miles away. An account of this transmission together with the full explanation of both the AM and FM sub-carrier technique is contained in my original FM paper published in the Proceedings of the Institute of Radio Engineers in May, 1936.

"In an article in the April, 1950, issue of FM-TV Magazine entitled Multiple Program Transmission" Mr. William S. Halstead, who conducted the demonstration you referred to, is good enough to point out that the method is not new and to quote from my U. S. Patent No. 2,104,012 (Issued January 4, 1938) which explains the advantages of the FM over the AM subcarrier.

"I would appreciate your publishing this communication in order to keep radio history straight."

Sincerely yours,
Edwin H. Armstrong

Brown Named WHOK Mgr.

Lancaster, O.—J. E. (Jack) Brown has been appointed general manager of WHOK here. Brown has been principal of the local high school for three years and was a communications officer in the U. S. Navy during World War II. He succeeds Morton K. (Rusty) Parker who resigned from the station.

Appointed To Sales Post

Baltimore, Md.—WFBR has made the announcement that William S. Pirie, Jr., has been appointed director of sales for the station.

By SID WHITE

Man About Manhattan....!

- - • TAKING THE NEWS PULSE. The Cowan and Whitmore advertising agency, one of the nation’s leading mail order firms, has wired Milton Berle an offer of $50,000 for his TV show for 52 weeks, representing a total of $2,600,000. Berle, meanwhile, is asking $22,000 to do guest shots now. . . . Is Pat O’Brien’s nite club act really his TV showcase? . . . Van Heflin still trying to get out from under the pile of radio and TV scripts which have snowed him under ever since he arrived in Manhattan. . . . One of the major music publishers has caused much eyebrow lifting because the firm feels that wax spinners no longer affect song sales and will contact them sparingly from here on. . . . Billy Rose, they tell me, is planning to promote bull-fights here next season providing he can lease an arena and get an okay from the City Fathers. . . . Ginger Rogers tapping a series of her favorite passages from the Bible for American Bible Society broadcasts. . . . One of the biggest headaches in the music biz today involves a bandleader and his ex-arranger who is now recording carbon copies of his ex-boss’ discs. Same instrumentation, same phrasing, etc.

- - • June Gardner, coloratura soprano, and a five-time winner on CBS-TV’s “By Popular Demand,” almost caused a near riot last week when the meter showed that she had been nosed out by the comedy team of Kane & Murphy. The audience booed the verdict for several minutes. Miss Gardner, herself, charged that a recording of the program showed the applause for her was more than for the comedy team and blames the decision on a faulty meter.

- - • Russ Hodges set for the radio blow-by-blow on the Joe Louis-Charles fight. Ted Husing, natch, will be on the TV end. As a matter of fact, don’t be surprised if this pair of sports aces is signed up to handle all the fights for Pabst. And speaking of Russ, here’s a little tidbit we ran into that’s gonna come as a nice surprise to our boy. Russell has been picked by the Sporting News this year to receive their annual “Baseball Announcer of the Year” award. (And, if you don’t think he rates it, look what he’s done for our Jints).

- - • IN ONE EAR: Stan Brody, formerly publicity director of the Center Theater, will handle special publicity for its opening as a TV theater for NBC. . . . Jean Carroll goes into the Latin Quarter on Oct. 2nd. . . . Jan Murray, a red-hot Yankee fan, always carries a portable radio in his daughter’s baby carriage so he doesn’t miss an inning while out walking the baby. . . . Florida Zabach’s coinage for John Kieran: Intelligent gentleman.

- - • ONCE OVER LIGHTLY: Jack Carter, an ebullient and gifted comedian, deserves better material than they’ve been feeding him. Unless a television comic has the blessing of pantomime such as is given to Sid Caesar, Jerry Lewis or Imogene Coca, the stress is, unless a television comic has the blessing of pantomime such as is given to Sid Caesar, Jerry Lewis or Imogene Coca, the stress is, of necessity, on the comic concept in the sketch. That’s no easy job week in and week out. . . . Fellow I know went for a can of beer during “Show of Shows” last week and missed 32 commercials. Looks to us as if the entertainment is beginning to get in the way. But, seriously, the plethora of commercials is bad. . . . NBC and Martin & Lewis haven’t heard the end of that empty theater satire in their TV preem yet. The rumbles from the movie industry are getting louder and you can watch for some fireworks to explode.

YOU DON’T NEED $1,000,000 TO DO RADIO RESEARCH

AUDIENCE COMPOSITION

Pulse now includes audience composition as part of its regular radio audience research. The number of listening homes to a program is only a part of the audience size index. Another part is the composition of the people listening to the program.

This composition is reported by the number of men, women, “teens” (12-18), and children (11 and under) listening per home.

If you were selling beer, which audience composition would you prefer?

NUMBER PER 100 LISTENING HOMES

<table>
<thead>
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<th>Men</th>
<th>Women</th>
<th>Teens</th>
<th>Children</th>
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<td>95</td>
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This kind of radio research is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in October—October 18—for another example of Pulse research—reasonably priced for its clients.
Mitchell Joins Muzak Corp.  
As APS General Manager

(Continued from Page 1)

headquarters and his new association was announced by H. E. Houghton, president of Muzak. Mitchell's move came as a surprise to the trade. He resigned in a letter to Joseph H. McConnell, president of NBC, on Monday, after a month's association with the network sales organization. In resigning he is reported to have said that he sought an association which would give him more latitude in sales and promotion.

In announcing Mitchell's association with Muzak, president Houghton said: "With the APS library becoming a more and more integral part in the building of radio and television programs, I know 'Mitch' Mitchell will be invaluable in aiding broadcasters to create additional sales and greater profits."

Mitchell became director of BAB, a service of NAB, early in 1949 after having resigned the position of general manager of WTOP, CBS outlet in Washington. He had previously served the station as sales manager and sales promotion manager. Prior to entering radio in 1945 he had spent 12 years in the newspaper business as advertising and promotion executive posts.

Mitchell is widely known for his activities in broadcaster circles for his work in the interest of BAB. During the past year he was billed at all NAB district meetings as giving "Mitch's Pitch," a sales promotion plan for radio.

Later as the director of BAB operations in New York he expanded his activities to the TV field. At the time of his BAB resignation two months ago an effort was made by broadcaster members of NAB to get him to reconsider and remain with BAB. He elected, however, to move over to the sales department of NBC.

Ziv Acquires Studios  
For Coast Production

(Continued from Page 1)

formerly the Enterprise Film lot in Hollywood.

The transaction involved $100,000 in cash, plus "additional substantial sums" to be paid over the next five years. Ziv will take possession of the property on October 15 and begin active production of radio programs and television films on November 1.

The agreement allows the transcription company complete use of studio facilities, including sets, lights, wardrobe and makeup rooms, etc., as well as the administration building. The latter will be utilized by Ziv as the main office for the combined west coast operation of the company and its three affiliates: Ziv Television Programs, Inc.; World Broadcasting System, Inc., and Cisco Kid Productions, Inc.

August Record Broken  
By Tele-tone Shipment

(Continued from Page 1)

this figure represents the largest in Tele-tone's manufacturing history for radio and TV receivers sold and shipped to distributors and dealers in a one-month period.

Markets. Luncheon from the Cosmopolitan Restaurants, sponsored by the Cosmopolitan Restaurants, will be aired from 12:30-1:00 p.m. effective October 2nd.
CBS Re-Aligns Sked For Sunday, Daytime

(Continued from Page 1)

By IRV HAMLIN

network program structure and its individual programs.”

Included among the major changes is the insertion of a half-hour re-
corded digest of Arthur Godfrey's weekly daytime shows at 4:30 p.m. The New York Philharmonic-Sym-
phony Orchestra will be scheduled at an earlier time, from 1 to 2:30 p.m. The Philharmonic's concerts
will be taped and relayed, and the wait is for 14 radio stations which will now be in charge.

Also on tap for the 1950-51 season is the addition of a group of late
Sunday afternoon programs of broad family appeal. Besides God-
frey, they include “The Escape,” a prize-winning, inventive pro-
gam, “Make-Believe Town,” which por-
trays life in fabulous Hollywood; and “Earn Your Vacation,” an audience participation program.

The periods between 11:30 a.m. and 1 p.m. have been devoted to
public affairs subjects, will embrace four news, news analysis and dis-
cussion programs of closely related significance.

The Sunday evening schedule re-
mains intact with “Our Miss Brooks," lead-
ing programs at 6:30 p.m., followed by Jack Benny, Amos 'n Andy, Edgar Bergen, Red Skelton, “Meet Corliss
Ault,” tapings of Howlin and the “Carnation Contended Hour.”

Will Expand Activities
Of Col. Lecture Bureau

Plans to expand the Columbia
Lecture Bureau's activities co-in-
cident with new appointments, was
announced yesterday by Arthur Judson, president.

Eastman Boomer, for many years
associated with Judson in the con-
cert business, has joined the Lecture
Bureau as vice-president in charge
of special attractions. Edna Giesen
will continue as head of the bureau
under the title of vice-president and
managing director. Theodosia Wood,
well-known throughout the lecture
field, has been appointed sales man-
ger.

WRITER, DIRECTOR, PRO-
DUCER SEeks POSITION
as television production man in
New York Agency or Network.

Seven years New York Theatre, Ten years radio (network and
agency) experience.

Write RADIO DAILY, Box 174.
1501 Broadway, N. Y. 18

RCA Hosts Cubans At N. Y. Luncheon

(Continued from Page 1)

will be in charge. Headquarters will be
on the mezzanine floor of the
Warwick Hotel and Later will re-
present the Cuban radio and TV
interests in all commercial contacts
here.

Tentative plans call for the open-
ing of the radio station in Havana on October 5th. The date is to coincide
with the opening of the baseball
season there. In addition to operat-
ing the radio station, Union Radio has
a network of 14 radio stations which
covers the island.

Among the staff members of the
Cuban operations who were guests
at yesterday's RCA International
luncheon were: Rene Molina, Mr.
and Mrs. Rafael Ramirez, Mrs. Cu-
qui, Paquito de Leon, Mrs. Maruja
Garcia, Carlos Robreno, Dr. Sara
Rodriguez, Castor Vispo, Francois
Bagner,Esteban Sanz Pujol, Miss
Marla Julia Casanova, Juan Gon-
zalez Ramos and Oscar Hernandez.

The New York representative of
Union Radio, Irving Later, joined
the group at the Savoy-Plaza as did
several members of the Cuban press
in the United States.

Baking Firm On WBNS

Columbus, Ohio — Paul Davies
Chevrolet will sponsor the series
"Wes Feeler Talks Football," at 6 p.m.
Friday on WBNS.

Each week coach Fesler will discuss
the progress of the Ohio State University
team, review the previous week's
game and look ahead to the next
contest. Also taking part in the
broadcast will be his chief assistants
and scouts.

The broadcasts of the Buckeyes’
ine-game schedule will be spon-
sored by Union City Chevrolet Co.,
Bill Coralay as play-by-play announ-
cer, and Irwin Johnson doing color
commentary. The first game is Sept.
30.
Durable Goods Study On TV Homes Issued

Based on a sample of 764 interviews and designed to reflect present TV ownership in the New York Metropolitan Area, Advertest Research has just released its special study on "Durable Goods in TV Homes." The survey is the fifth in the series released by the research firm and provides a solid base against which future studies in this category can be placed and indicative analyses made.

Sample From N. Y. Area

The sample used is drawn from a radius of 50 miles around New York, with controls exercised to distribute TV ownership by income and economic groups, so that the total sample represents, as accurately as possible, TV ownership in the area.

In addition, a quota control was placed so that the sample would be composed of home owners and renters in accordance with recent estimates for the New York Area.

Objective of the study was to ascertain the following information regarding a series of durable goods categories:

2. Goods now owned purchased prior to TV ownership.
3. Goods now owned purchased subsequent to TV ownership.
4. Ownership by brands.
5. Goods now owned, purchased prior to TV ownership by brand.
6. Goods now owned, purchased subsequent to TV ownership by brand.

The following categories of durable goods were selected for inclusion in the survey: air conditioning units, automatic dishwashers, automatic ironers, automobiles, home freezers, radios, refrigerators, vacuum cleaners, and washing machines. In addition, categories where infrequent purchases are the rule were also covered.

In the survey, 42.3 per cent of the TV families have purchased at least one durable item since the set entered the home. At the same time 20.4 per cent of the families have purchased two or more durable goods.

The study further revealed that the 764 TV families now own 5,749 units of the above listed durables of which 14.5 per cent have been purchased since the TV set entered the home.

The study also shows an interesting change in leadership in the breakdown of ownership goods in purchases made before acquisition of a TV set and afterwards.

Robert Hall Spots On WMCA

Robert Hall Clothes has been sponsoring a heavy spot campaign over WMCA, New York. Firm will air 25 spots per week, Monday through Sunday, under a 32-week contract. Frank B. Sawdon, Inc., is the agency.

**TELE TOPICS**

**PRESENTATION** of Arthur Godfrey's "Talent Scouts" on CBS-TV Monday night under a microscope recording was a good example of the shortcomings of kines as a substitute for live programming. The kine of the Godfrey show was necessitated by Arthur's absence in Florida where he took a Navy refresher course as a reserve officer. Main fault was the washed out appearance of Godfrey on close-ups and the same condition of his words on the micro-recording on the kine. It was evident, too, that in making this recording for delayed telecasting the show lacked the informalness and flexibility of a live Godfrey program. One gained the impression that the artists were doing a recording job rather than entertaining a live studio audience. TV has a long way to go in improving the quality of kines and films if it expects to measure up to the standard of the movie theater screen.

**BENJAMIN COHEN**, assistant secretary general of the U. N. and bridge expert since the Pearson meeting on CBS-TV's "People's Platform" for the third consecutive year to debate the issue: "Is the U. N. successful?" For the safety of the nation, the safety of CBS' reputation, and the future health of those concerned, there can be but one answer: "Yes," said Fred Robbins, ex-Baltimore lawyer who turned disk jockey over WHTH, WINS, and WOV, now has a half-hour variety show on ABC-TV on which he's a video talent scout. Titled "The Robbins Nest," the show is sponsored by a lingerie company and gets under way on Sept. 29 (11:00 p.m.). Video sets in the Baltimore coverage area number 207,723, as of Sept. 1st, reports say. . . 22,000,000 viewers are expected to be grabbed by DuMont's coverage of the Notre Dame games which will be teletaped in 43 cities from Baltimore to Osaka, sending a record in cities linked on video.

**HENRY FONDA** will be on the premiere telecast of ABC-TV's "Showtime, U.S.A." on Oct. 1st (7:30 p.m.) while the first lady of the B'way Blue Book, Helen Hayes, ushered in Carol Channing, Grace and Paul Hartman, and Alec Templeton to round out the cast. . . . Ivy League football kicks off on Oct. 2nd (7:30 p.m.) with the coverage of the Princeton-Williams game, followed on Oct. 7 by Harvard-Columbia. . . . Eugene Jones, one of the Jones twins, ace photos for NBC-TV in Korea, has been hospitalized aboard a Navy hospital ship, suffering from a shrapnel wound (inflicted during the initial Marine landing). . . . After a year's run to iron out the kinks, "Mr. Magician" will have a sponsor in the control booth Sunday night (CBS-TV, 6:30 p.m.). Nestle's Chocolate, . . . Aristidi Sigismondi, veteran actor-vaudevillian who's now playing on WPTA's "Leave It To Popes" every Thursday, has a son doing well on video too, singer Alan Dole. . . . Workmen on the Empire State Building televise tower have now completed the base for the new antennas to be used by five stations.

**CICUS MARK** televise vehicle over ABC-TV has been renamed "The College Bowl," as a switch from "The Sugar Bowl." Chicco tees off on Oct. 2, 9:00 p.m. . . . Erza Stone and Lester Hammell (who's been with the Wm. Morris Agency for 20 years) will soon be producing video shows for sale through Wm. Morris. . . . Old Spice Shoe Cream and Gold Wine are back in the sports chatter before and after CBS-TV's selected Columbia, Army, and Navy home football games on Saturdays, effective Sept. 30, Curt Gowdy does the grabbing. . . . Ernie Simon, the curbside cut-up of WENR-TV, ushered in his own show on CBS-TV in the New York Newsmaster on Monday, with his "Simply Simon." . . . Franklin Pulaski, who left the TV "Telephone Game" after 164 shows, is now in rehearsal for one of the DuMont daytime shows. . . . Joe DiMaggio's televise show on NBC. "Lionel "Clubhouse,"" will have the slugger answering the "way to grip the bat" and "the safest way to slide"—which should draw much heated dispute among the experts as among the kiddies. Debut is Saturday, 5:30-5:45 p.m.
**WICC Special Farewell Event**
Bridgeport, Conn. — The special events crew of WICC will cover the departure of the first local inductees to the Armed Forces when they leave September 26th. On hand for the event will be Mayor Jasper Mc- 
Levy, Selectman Harry B. Flood of Stratford, and Selectman 
Kinnie of Fairfield. Superintendent 
John A. Lyddy is arranging for the 
local Police Drum Corps to supply 
the martial music. Representatives 
of Veterans of Foreign Wars and 
the American Legion of this 
city, Fairfield and Stratford also 
will lend their support. John Montgome-
ry, WICC’s chief announcer and 
the American Legion of this 
District in Richmond. Riser was a 
member of the Army Reserve. 

**WCCO Promotes Woodyr** 
Minneapolis, Minn. — Robert E. 
Woodbury has been named WCCO 
sales service manager. It was an- 
ounced by Gene Wilkey, general 
manager of the station. Woodbury 
joined the station in 1936 as a page 
boy and was promoted to his present 
position after working as commer- 
cial editor and traffic manager.

**Pressmen Views Aired On WMID** 
Atlantic City, N. J. — Newsmen 
and photographers from all over the 
country aired their views on the 
Miss America Pageant over WMID 
on a week-long series of special 
pagetown programs titled “Pageant 
Press Party.” The programs were moderated by Don Rich. Among re- 
porters and lensmen on the show 
were Harold Anderson, Dean of 
Pagetown Reporters; Jack Beukin, 
AP photo editor; Dale Betke, Tulsa, 
Okla., World; Lois Fagan, Harris- 
burg, News-Patriot; Ronnie Van 
ten, Phila. Bulletin; Jerry Foley, 
Memphis Press Scimitar; Ed Jerry, 
Acme Telephotos; Sonny Gotlieb, 
Memphis Press-Scimitar; Sonny Gotlieb, 
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**JERRY STRONG, WINX, Washington, D. C.**
“Ever I’m Forever Blowing Bubbles,” Gordon Jenkins-Artie Shaw (Decca) 

**ERNIE SIMON, WJJD, Chicago, Ill.**

**JERRY STRONG, WINX, Washington, D. C.**

**FRED R. WILLIAMS, WCCO, Minneapolis, Minn.**

**JERRY STRONG, WINX, Washington, D. C.**

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**PUERTO RICO RADIO AIDS GOVERNMENT**

**Pittsburgh Sales High Despite Printer Strike**

Radio Seen Factor In Maintaining Biz Level

Pittsburgh — A survey of statistics released yesterday by the University of Pittsburgh's Bureau of Business Research, and the Federal Reserve Bank of Cleveland, reveals that business activity in Pittsburgh continues at a high pace despite a month-old strike that has shut down

(Continued on Page 7)

Technical Savvy Vital In Talking UHF—Coy

Washington Bureau of RADIO DAILY

Washington — Through its chairman, Wayne Coy, the FCC yesterday told a broadcaster it wasn't interested in how broadcasters feel about proposed allocations of TV in the UHF unless they happened to be engineers or propagation experts, Charles E. Denny, general manager

(Continued on Page 7)

Cassidy Leaving Crosley To Join New York Firm

Cincinnati — James J. Cassidy, public relations director of Crosley Broadcasting Corporation, is leaving Cincinnati to join the firm of Hill and Knowlton, Inc., public relations counsel, in New York late this month.

Among other responsibilities in his

(Continued on Page 2)

**Stations Join To Sell Radio**

Worcester, Mass.—All Worcester stations have joined forces to remind the public of radio's many plus's. Station managers Bill Sweeney of WAGB, John W. Kellon of WNER, Mildred Nanton of WORC and E. L. Hill of WTAG met last week, and set up a two-month campaign to promote radio's outstanding programs and its many advantages as an entertainment and informational service in the home. The campaign's theme will be hung on the slogan: "Radios... like Windows... Should Brighten Every Room in Your Home."

(Continued on Page 5)

Radio's 30th Anniversary To Be Saluted On NBC

Radio's thirtieth anniversary will be saluted on NBC's "Voices and Events" program, Sunday, Nov. 5. The show is presented over WNBC at 1:00 p.m. and heard an hour earlier over the rest of the network. Highlighting the program will be

(Continued on Page 2)

Weiss Asks And Receives Release From Lee Duties

West Coast Bureau of RADIO DAILY

Los Angeles—Lewis Allen Weiss has asked for and obtained immediate release from his Thomas S. Lee Enterprise duties. Following an extended vacation, he will screen several high radio and Government jobs that have been offered him.

(Continued on Page 2)

**Murphy Discusses Color-TV Before Radio Executives Club**

Adrian Murphy, vice-president of CBS in charge of television, took occasion at a luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria yesterday to clear up "misconceptions" about the CBS color system and their plans to launch it commercially on November 20th. During his talk Murphy revealed that public demonstrations of color-TV will be launched in New York soon and that already there was much sponsor interest in utilizing the new system. He forecast that the three-judge panel meeting in Chicago on the RCA injunction proceedings to stop the FCC from putting into effect the color-TV order on November 20th would probably result in an unfavorable decision for RCA.

Murphy enumerated several mis-

(Continued on Page 2)

**Stations Standby To Assist Nation During Revolt**

(By Staff Correspondent)

San Juan, P. R. — Puerto Rican radio came to the aid of Governor Luis Munoz Marin and his government the past few days in the abortive revolt staged by the Nationalists and by putting their facilities at the disposal of government agencies performed a great public service.

(Continued on Page 5)

**NBC Names Cassidy As News Director**

Appointment of Henry C. Cassidy as director of NBC's radio news and special events department was announced yesterday by Charles R. Denny, executive vice-president of the network. The appointment is effective immediately.

Post to which Cassidy has been appointed became vacant when

(Continued on Page 5)

**Gillette Will Sponsor Army-Navy Game On MBS**

The Army-Navy football classic will be broadcast over the Mutual network for the fourth successive year under the sponsorship of the Gillette Safety Razor Company, it was announced yesterday. The game is scheduled for Satur-

(Continued on Page 2)
Murphy Discusses Color-TV Before Radio Executives Club

(Continued from Page 1)
conceptions about color-TV and answered them. He said that in response to reports that color costs would be prohibitive, the produc-
tion color would be about the same as black and white. In answer to a statement that color-TV transmis-
sions would be limited to CBS sta-
tions, Murphy said that other sta-
tions would receive the service as the market expands.

The CBS spokesman said that the color system could use the all-
electronic tri-color tube when such a tube is available. Discussing trans-
mitters, he explained that present day black and white trans-
mitters could be used for the transmit-
tion of color without alterations.

Characterizing those for and against color as "enamored and rock throwers," Murphy said that the CBS color system "cannot be
from Page 1"
killed or shelved." He said that the FCC order proclaiming the CBS system commercially acceptable left "the door only ajar" to those who could contribute something in the way of refinements to the system.

The color-TV session at REC brought out a turnout of luncheon crowd. During a question and answer period, guests were invited to ask color questions of the speaker.

Among the interested observers was Goar Mestre, president of CMQ, Havana, who is about to launch a TV station in Cuba. He was introduced as a guest of honor by Presi-
dent Robert Sauder. The REC presi-
dent, incidentally, proved to be a humorist as he characterized Mur-
phy as the inventor of "the wheel" and Peter Goldmark as the discover-
er of the three basic colors, red, blue and green.

Cassidy Leaving Crosley To Join New York Firm

(Continued from Page 1)
new post, Cassidy will have duties associated with AVCO Manufactur-
ing Corp. The latter is the parent company of Crosley Broadcast-
corporation.

Cassidy is the husband of Rita Hackett, widely-known Cin-
cinnati Post columnist and WVL television star, who formerly was executive sec-
tary of the Cincinnati Foreign Policy Association. Mrs. Cassidy and their children, Claudia and James, Jr., will join Cassidy in New York later.

Joining Crosley in 1938
Cassidy joined Crosley broadca-
ting as a writer in 1938. He was suc-
cessively special events director, di-
rector of international broadcasts, and, during 1944-45, a war corre-
respondent for WVL and later NBC.

Radio's 30th Anniversary To Be Saluted On NBC

(Continued from Page 1)
quake some independents, will carry Mr. Truman's speech.
The cost for this nation-wide radio and TV hookup was estimated at more than $100,000 by William M. Boylin, Jr., chairman of the Demo-
ocratic National Committee.

Stassen Will Reply
At 10:30 p.m., EST, immediately following the President's address, Harold Stassen will be heard over the Mutual network in a rebuttal to Mr. Truman's remarks. Stassen's speech, sponsored by the Republican National Committee, will necessarily be ad-lib.

Radio's 30th Anniversary To Be Saluted On NBC

(Continued from Page 1)
the voice of Guglielmo Marconi, father of wireless. Also Fred Allen, describing the first radio listener and Clem McCarthy, calling the 1929 Ken-
ucky Derby, will be included on the show.

Special Election Round-Up
A political round-up discussion, with top NBC commentators contrib-
ting to the program, will be aired tonight over the network from 10:45-11:00 p.m.

Robert Trout will emcee the spe-
cial program on which H. V. Kaiten-
born will outline the major issues. W. W. Chaplin will discuss the Ohio Senatorial contest while Morgan Beatty will comment on other Sen-
atorial races.

Richard Harkness will handle news of the gubernatorial races while Ray Henley and Ned Brooks will fill-in on the various hot-spots of the House of Representatives races.

Gillette Will Sponsor Army-Navy Game On MBS

(Continued from Page 1)
day. Dec. 2, from the Municipal Stadium in Philadelphia. Mutual will take the program in at EST 15-minutes prior to the kick-off.

Maxon, Inc. is the advertising agency for Gillette.

"Let's have a meeting of the Plans Board"

"Just a minute till I get through gaz- ing into my crystal ball and I'll be all set for a big conference. We want to discuss the radio situation in Baltimore."

O.K., buddy! Mind if we sit in
to give you a few fast facts about W-I-T-H, the BIG independent in this rich market with the BIG audience.

W-I-T-H delivers more listen-
ers-per-dollar than any other sta-
tion in town. That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H.

For the whole W-I-T-H story call your Headley-Reed man today.
The first of many messages to INS on its coverage of the attempted assassination of President Truman...
By SID WHITE

Man About Manhattan. . . .

* * * FRIDAY-DREAMING: As the result of Margaret Truman's triumph on "Toast of the Town" Sunday night, one of the nation's top charities (March of Dimes) will sound out the Pres. and Margaret on making an album of records, with HST as the accompanist, match. (Incidentally, for the It Could Only Happen Here Dep't; Maggie making her TV debut on the program of Dewey-boosig Ed Sullivan), . . . Doug Fairbanks, Jr., believes the time is ripe for intelligent film TV fare, so he's gotten together with Sol Lesser to form a Shakespearean film company in England to turn out a series of the Bard's top plays which will be condensed to a 30-minute showing time. They hope to screen the first one by Jan. 14th. . . . Stanley Kramer, in town to launch "Cyrano de Bergerac," will see what TV has to offer in the way of leading men. Confidence, he's looking for another Kirk Douglas, gentleman. . . . Eddie Sutherland is the likeliest choice for the directing chores on that upcoming Cecil B. DeMille TV'er. . . . "Meet the Press" has invited Vishinsky to appear before its reporter panel. . . . This has nothing to do with radio or TV, but what'll you bet that Ralph Riner won't be with Pittsburgh next season? . . . Harvey Stone sees those slicers being peddled on TV programs evidently can cut anything but the boring commercials. . . .

* * * AROUND TOWN: With the Boston Red Sox and Braves splitting their radio and TV, and with Jim Britt casting his lot with the latter, the Boxie are shopping around for a new No. 1 boy to call the plays. . . . Wonder if the WCBS price sheet knows that one of their ace cameramen, Ralph File, is a sensational pianist. (Used to be with the Polka Dots). . . . Watch for Jack Lacy to get a TV build-up a la Dave Garroway. . . . Ironic that Guy Lebow, who became known as "Mr. Hockey of TV and radio," after announcing the Rangers for Dave Garroway, . . . among its stars.

* * * NBC's "The Big Show," which preema Sunday nite with Tallulah Bankhead as mistress of ceremonies, will feature film segments weekly. This week, it will offer scenes from "Cyrano de Bergerac" with Jose Ferrer, and on Nov. 12th, the Warner film, "Breakthrough," which features David Brian, Frank Lovejoy and John Agar, will be previewed. Latter pic is based on the "world's most fascinating woman" in her new tome, "ABC's of Beauty." . . . Milton Berle hasn't euul on his mind. Now he's bought into Harry Delmar's "So This Is Brooklyn," which will have Cathy Mastice among its stars.
Color TV's Effect
On Styles Forecast
(Continued from Page 1)
went on to explain that styles and trends clearly shown through the medium of color TV will be quickly adopted by the consuming public and will result in a complete change in the buying habits of the American woman.

At the meeting, Sices revealed that telegrams inviting the country's outstanding textile manufacturers and accessory companies have been sent for a conference to be held next Thursday, Nov. 9, at which Frank Stanton, president of CBS will be present, to give the group a basic understanding of the problems with which they will have to cope when color TV becomes a reality.

Enlarging on the theme, Sices said that the clothing industry was caught unprepared by the FCC's color decision, and that while many designers and manufacturers have already discarded black and white TV as a medium for influencing the buying public, the color TV announcement precipitated realization that now video will be as tremendous an influence on consumer demand in the fashion field as it already is in the field of household appliances.

In conclusion, Sices revealed that he is forming a committee of designers, manufacturers, textile people and dye makers, who, with color TV experts, will conduct immediate tests to see which of the existing colors are shown to greatest advantage on the television screen.

Puerto Rico Radio Industry
Aids Nation In Emergency
(Continued from Page 1)
stations in San Juan, Ponce, and other island communities remained on a 24-hour-a-day schedule from the first instant of the revolution and yesterday had all their staffs standing by on an emergency schedule.

An example of radio's participation came in a report from Harwood Hull, general manager of WAPA, the ABC outlet in San Juan. The full staff was called for emergency duty on Monday and a total of 18 special news broadcasts were made Monday from various points on the island in addition to special news bulletins from "Diario de Puerto Rico" and "El Imparcial."

Stations Under Guard
Eye-witness accounts of the attack on La Fortaleza, official residence of Governor Munoz Marin, and police and government safety bulletins were broadcast on an emergency network during the past three days.

Radio stations in the San Juan area were under armed guard the past few days. National Guardsmen armed with sub-machine guns protected both downtown studios and transmitters of the stations.

Two Dramatic Highlights
There were two dramatic highlights in radio's coverage of the emergency in the past twenty-four hours. Wednesday night Governor Munoz Marin, speaking from the studios of WAPA to the ABC network in the United States, deplored the attempt on President Truman's life and said that the loyal United States citizens of the island were in

Barkeley On MBS Tonight
Washington — Vice-President Alben W. Barkley's address at a Democratic rally in Chicago Stadium tonight will be broadcast by MBS at 6:30 p.m. EST. Democratic National Committee headquarters announced yesterday. His speech will be devoted to the foreign policy of the United States.

Chuck Gillen

Send Birthday
Greetings To—
Donald Dickson
Milton Herth
Ed Smalley
M. B. Hudson
Morgan L. Eastmon
November 4
Joan Britton
Helen Dumas
Al Wilde
George Barclay
Samuel Stewart Hayes
William H. Fleshubber
November 5
Evelyn Ames
Tom Fitzsimmons
Forrest Lowder
V. M. Neely
November 6
Martin Louise Anglin
Ole Olsen
W. I. Hamilton
Elizabeth Jones
Frank Reifskirk
Selena Boyle
November 7
Jerry Belcher
Thora A. Hefner
Jack Milster
Richard Stark
Peter de Lena
November 8
Dave Murphy
James S. Seward
Gregory Williamson
Bill Taylor
Scott Wiesner
Barbara Frost
November 9
Stoney McIntry Pual Rittenhouse
Bill Harding
Betty Lawson
Joan Lone Rouke
Ed Wynn
Nyles Barry Courtney

NBC Names Cassidy
As News Director
(Continued from Page 1)
William F. Brooks was appointed vice-president in charge of public relations.

Cassidy joined NBC as a full-time correspondent in 1945, after making several broadcasts for the network from Moscow. He has a background of newspaper gathering which started in Boston in 1931.

Had Been European Director

Previous to his new appointment, Cassidy was NBC's director of European news. He was born in Boston in 1910 and was graduated from Harvard in 1931, joining the Boston Traveler that year. Two years later he joined the Associated Press and was assigned to the AP's Paris bureau in 1936. After representing the press association in Moscow, he was named NBC's European news director in March, 1948. His successor will be named at a later date.

Stork News

Bob Smith, assistant to Bill Stern in the sports department of NBC, is the father of a boy born Tuesday to Mrs. Smith at the New York Hospital. Baby, the fourth child of the Smiths, weighed in at seven pounds, 12 ounces, and will be named George Frederick.
New Developments In AM-TV Electronics

Several new electronic developments in the television field were announced this week.

“Short arc” 800-watt lamp which can be powered by a low voltage source is capable of operating continuously from 30 to 900 megacycles at 250 milliampere currents. The expectant life of the lamp is 500 hours, longer than any other available light sources.

The development of a new tube for use in the proposed ultra-high frequency TV band was announced by General Electric. It comprised a miniature glass magnetron tube which can be powered by a low power oscillator. G. E. says it is capable of operating continuously from 30 to 900 megacycles at 250 milliampere outputs.

August Tube-Sale Record Broken In Sept.

Washington—Receiver tube sales set an all-time monthly record in September, with 37,031,372 tubes sold, an increase of 21.4% over September last year, 29,784,748 tubes.

The previous monthly peak was reached in August this year when sales totaled 36,285,435.

National Union And Allied Report Higher Earnings

In AM-TV Electronics

Syracuse, N. Y.—A comprehensive analysis of television receiver specifications, including several not previously considered by TV engineers, was discussed by W. B. Whalley of the Physics Laboratory of Sylvania Electric Products, Inc., at the Radio Fall Meeting of the R-TMA and the IRE.

The seven most important considerations of TV set performance for which circuit and component specifications were reviewed included: good picture resolution; steady synchronization; good image contrast; good picture detail; good black-and-white discrimination; low noise level and interference; reasonable picture brightness and picture area stability.

Radio Electronics School of New York

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:

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Radio Electronics School of New York

52 Broadway

BO 9-1120
Technical Savvy Vital In Talking UHF—Coy

(Continued from Page 1) of WERC and WERC-FM, Erie, Pa., had opposed the mixing of VHF and UHF channels in a single community. He expressed his opinions of the FCC's proposed allocations, which would well be served by mixing the two bands, Denny's attorney, Ted Barron, of Scharfeldt and Barron, asked the witness's opinion as to the probable effect on the public of mixing allocations. Coy interposed: "I object and sustain my own objection."

Prodded by Harry M. Plotkin, FCC assistant general counsel in charge of broadcasting, who told the Commission he could see no point in Denny's testimony, Chairman Coy said the FCC would not accept Denny's qualifications unless he was an engineer or experienced in allocations.

"Statement" Permitted

After considerable sparring, Denny was permitted to say, as a practical broadcaster, that he felt competition would be stifled, rather than encouraged, by mixing frequencies.

The only TV channel allocated to Erie in the VHF already has been assigned to Edwin (Ted) Lamb, publisher of The Dispatch and broadcaster in Toledo.

Denny said he felt that the FCC should allocate all VHF or all UHF frequencies to an area like Erie because the question of converters still was unanswered.

Chairman Coy remarked, "We have a man who obviously is not qualified" to offer testimony.

Earlier in the day, Harry S. Sodley, consulting engineer representing the Lehigh Valley Television Co. and Easton Publishing Co., Easton, Pa., testified that VHF allocation systems having nulls deeper than 10 degrees below radiation maximum may be rendered useless by a close-in null.

He added that these directive antennas may be effectively utilized in connection with TV allocation problems.

WHEC Engineer Heard

Bernard C. O'Brien, chief engineer of WHEC, Rochester, N.Y., agreed with Dr. K. A. Norton that the ad hoc committee report failed to cover competition problems. He said that Dr. K. A. Norton that the ad hoc committee report "does not qualify" to offer testimony.

"I am an engineer or experienced in allocations." O'Brien added.

"Statement" Permitted

After considerable sparring, Denny was permitted to say, as a practical broadcaster, that he felt competition would be stifled, rather than encouraged, by mixing frequencies.

Today's TV Personality: OMMERLE

HARRY G. OMMERLE, program director for CBS-Televised, took over that spot in September of this year after having rejoined CBS, in March as mgr. of radio program sales. A native of N. Y. City and a graduate of Wesleyan University, Ommere is W. A. Ayer ad agency after graduation from college and served there five years in the radio dept., eventually becoming asst., to the v.p. in charge of radio. He first appeared on the CBS scene in 1935 where he produced many of the web's Chesterfield shows. From 1937-1943, Ommere was with the Wm. Morris agency, going from there to Ruthroff and Ryan as v.p. and account exec. for the next two years. In 1945, Ommere joined the WARD network there he became a division director of activities. A. S. Lyons agency, staying there until 1948 when he formed his own talent agency and package producing office.

Geralin Mills is spending $13,000.000.000 on radio, and television this year, Harry A. Bullis, chairman of the board, revealed yesterday at a Waldorf-Astoria luncheon prior to a board meeting in the afternoon, Adelaide Hawley, who will star on GM's "Betty Crocker" series which premieres over CBS-TV Thursday, was warmly appointed by the GM top brass. & Robert Ruick isn't given a gold medal by the Chicago television crowd, it'll surprise N. Y. television—after he expended his entire column Wed. on "Kukla, Fran and Ollie" and Dave Garraway, saying Chicago is two years ahead of N. Y., in maturity of its video. . . . Interesting to note that Haddie Hopper's Hollywood gossip avoids mention of "TV" like the plague. . . . Mindy Carson has been inked as Wednesday vocalist on CBS-TV's "Perry Como Show" starting Nov. 8. . . . WLWT, Cincinnati reports 156 sponsors during the month of Sept., as compared with 161 in August; 19 of the newlly bought programs, 11 were new spot advertisement C'ss.

Pittsburgh Sales High Despite News Strike

(Continued from Page 1) the city's three newspapers. When the strike started on Oct. 2, the local TV stations immediately swung into action. Many of them hired reporters from the struck papers, and increased their newscasts extensively. In a survey completed Oct. 13, Guide Post Research found that radio listening in Pittsburgh had reached new highs.

Local stations are now furnishing local listeners with extensive newscasting without any warning, sports, comics, obits, classified ads, etc.

At the inception of the strike, Pittsburgh department stores, heavy newspaper advertisers, quickly bought up all availabilities on all of the city's major stations. Within a short time, department stores like WCAE, WJAS, KQV, WWSW, WPIT, WPWF and WJFP, had more departments advertising than ever before in their history.

Store Sales Rise

The switch from newspapers to radio in the newspaperless days showed a gross sales of department stores, as reported by the Pittsburgh Branch of the National Retail Dry Goods Association, for Cleveland, were 21 per cent greater than in the corresponding week of 1948. This week continued to increase each week in comparison to last year, and by the end of the week of Oct. 21, they were 24.2 per cent greater.

Pittsburgh radio men, while contending that radio's advertising ef-ficacy was no surprise, were quick to point out that in fairness it should be remembered that there was a steel strike in Oct. 1949. They also pointed out, however, that the comparison with the comparable period of 1946 reveals little change inasmuch as department store sales in Sept. of 1948, were approximately the same as that of 1948.

While local store officials were chary, the survey reveals, in discussing individual store figures, one department store executive said, privately, that during one of the newspaperless days, his store had the second biggest day in its history.

Another of the city's major stores, which had bought a ten-minute news program for the duration of the strike, found the medium so effective that it signed a new 26-week contract in order to be assured of the program after the strike.

Named WANE Manager

Fort Wayne—Appointment of Charles E. Kennedy as station manager of WANE, Fort Wayne, Indiana, has been announced. Mr. Kennedy is the brother of McConnell, president and owner of the station. Kennedy was formerly associated with radio station WTHF, Terre Haute, as sales manager.
PETITE WALTZ

Recorded by 

GUJ LOMBARD (Decca) 

THREE SUNS & LARRY GREEN (Victor)  

SAMMY KAYE (Columbia)  

NAT BRANDWYNE (Columbia)  

ERROL GARNER (Columbia)  

KEN GRIFFIN (Columbia)  

FRANKIE YANKOVIC (Columbia)  

OWEN BRADLEY (Coral)  

LAWRENCE WELK (Mercury)  

HARMONICATS DAVE LE WINTER (Mercury)  

JOHNNY VADNAL (Victor)  

TED MANSNOWICZ (Decca)  

ETHEL SMITH (Decca)  

CHRIS GRIMM ORK (Signature)  

RAY ARTHUR ORK (Hi-Tone)  

THE MELODIONS (MMG)  

JOE NEYNE (Rondal)  

JACK PLEIS (London)  

ANTON KARAS ANNE SHELTON DICK JAMES (London)  

DUCHESSE MUSIC  

B M I L icensed  

Another BM I Pin-Up Hit!  

THE WINTER WALTZ  

Published by Gale & Gayles  

Recorded by 

RUSS MORGAN (Decca)  

FRANKIE CARLE (Victor)  

TRUDY RICHARDS (MMG)  

GEOGE CATES (Coral)  

Exclusively licensed by  

BROADCAST MUSIC, INC.  

Novelty Sensation!  

LUCKY, LUCKY, LUCKY ME  

SANTLY-JOY, INC.  

1619 Broadway, N. Y. C.  

Bob Merrill's Great Ballad  

SO LONG SALLY  

Oxford Music Corporation  

1619 Broadway, N. Y. C.  

It's NEW! It's DIFFERENT!  

"CHRISTMAS IN KILLARNEY"  

Already recorded by DENNIS DAY VICTOR, and PERCY FAITH -- Colum- 

bia. Watch for further recordings.  

REMEMBER  

PETITE WALTZ

Recorded by 

GUJ LOMBARD (Decca) 

THREE SUNS & LARRY GREEN (Victor) 

SAMMY KAYE (Columbia) 

NAT BRANDWYNE (Columbia) 

ERROL GARNER (Columbia) 

KEN GRIFFIN (Columbia) 

FRANKIE YANKOVIC (Columbia) 

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REMEMBER
ABC Will Act on Giveaways Issue

Launching Of TV In Cuba Is Notable Event

Radio Union Gives Havana 1st TV Programs

By Staff Correspondent

Havana, Cuba — Television came to Cuba yesterday and the enthusiastic reception of the sight and sound medium caused near riots as thousands crowded about receivers and sought admittance to the Radio studios of Havana’s first TV station. The advent of TV in the island’s capital (Continued on Page 2)

CBS’s Lodge Urges Commercial UHF-TV

Washington Bureau of RADIO DAILY

Washington—Revision of the present TV allocations to coincide with allocation of the UHF was urged by William B. Lodge, CBS director of general engineering, at the FCC’s TV allocations hearings yesterday. Lodge urged that the Commission open the UHF to commercial TV as (Continued on Page 7)

Rural Radio Network Expanding Coverage

Ithaca, N. Y.—All of Western New York, and a portion of Northern Pennsylvania will be added to the Rural Radio (FM) Network coverage area when WHDL-FM, Olean, becomes a network affiliate effective November 1, according to RNR general manager Michael R. Hanna. Affiliated with the Olean Times— (Continued on Page 7)

TV Trade Rumor

It was rumored in TV circles yesterday that Westinghouse will be the first major manufacturer to produce an adapter-converter for use on black and white receivers for utilization of the CBS color-TV system. The company, according to reports, will have the unit ready for distribution soon and has notified some dealers to this effect. (Continued on Page 7)

Will Combat Move To Place Ban On ‘Stop Music’

The American Broadcasting Company plans to take legal action against the Wisconsin ruling to ban broadcasts of “Stop the Music” in that state. The network show along with six local Milwaukee giveaway programs were interpreted as violating the state’s lottery laws by the

CAB Opposes Grant Of TV In Montreal

Montreal — Canadian Association of Broadcasters, made up of 100 privately-owned radio stations in Canada, yesterday informed Premier Duplessis of Quebec that it is opposed to CBC being given any “monopolistic” television transmitter privileges in Montreal. The views of the association were outlined in a telegram sent to Mr. Duplessis by T. Allard, general manager of CAB. Allard said newspaper reports in— (Continued on Page 7)

AFL Sponsors Half Hour

On 130 ABC Stations

Purchase of a half-hour on ABC, Monday, October 30th, by Labor’s League for Political Education sponsored by the American Federation of Labor, was announced yesterday by ABC and Morris Novik, radio— (Continued on Page 2)

Safety Awards

Hollywood—Phil Harris, Alice Faye and Judy Canova have been awarded certificates of merit for exceptional services by the National Safety Council. Harris and Faye have received the Exceptional Service Award for the second successive year for a transcribed series of safety programs, Miss Canova for her series on safe driving.

Oberfelder Talks Research At Annual Pulse Luncheon

The ninth annual luncheon of The Pulse, Inc., held yesterday in the Music Room of the Hotel Biltmore, was highlighted by a speech given by Ted Oberfelder, director of advertising, promotion and research of ABC. Oberfelder was attended by more than three hundred persons. Oberfelder, using as a theme, “Radio and Television Research,” was introduced by Dr. Sidney Rosnow, head of the research organization.

Commencing his talk with the observation that, “this first luncheon was held in October, 1942, with Dr. Paul Lazarsfeld as the speaker whose subject was ‘Who Listens to Daytime Serials’; now, eight years later we are thinking about this same problem, but more complications— (Continued on Page 3)
Opening Of Cuban TV Station Creates Island-Wide Interest

(Continued from Page 1)

from Page 1)

took on the proportions of a national holiday with President Carlos Prio Socarras participating in the first inaugural program on Tuesday and figuring in other events of yesterday. At the inaugural telecast, President Socarras heralded TV as an electronic miracle and presented Baha Bish, Vice-Pres.; Charles A. Alcoate, Sec'y. Reentered as second class matter, September 13, 1930 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1879). Terms (Postage free) United States $15.00 one year. Foreign, $20.00. Address all communications to Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Home Phone: Wartleld 4482

Vol. 53, No. 18

Thursday, October 26, 1950

TOM TINSLEY, President • Represented by HEADLEY-REED

LARRY FINLEY, president of Progressive Broadcasting System, has arrived from the West Coast for a few days in New York on business.

COMING and GOING

PROCTOR & GAMBLE, Sterling Products and Crosley.

A survey of the sets sold in Havana indicate a preference for the larger screens. The 16-inch tube models are in great demand. However many 12-inch screens have been sold because of the limited number of American receivers available to local retailers.

Official Expresses Satisfaction

Discussing the opening, Senor Pumeroje, director of Union Radio, which operates 14 AM stations on the island, said he was overwhelmed with the enthusiasm. He added that it was necessary to advance the opening date a week because of the opening of set owners to view television pictures. Many of the receivers were sold weeks in advance and the Cuban TV fans were pressuring both the station and government to get the telecasting under way.

Sports will play an important part in the station's TV programming. Baseball will be telecast nightly during the season and other sports will also be televised. Emphasis will also be placed on news programming with the station having subscribed to American television newsgroups.

"WHAT WAS WRONG WITH THAT SINGING COMMERCIAL!"

Nothing! But not enough people heard it.

Now had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!
Oberfelder Discusses Radio, TV Research
(Continued from Page 1)

tions have set in with the advent of the new medium of television." Oberfelder said at length of the increasing importance of research for advertising and marketing, and how these two facets of successful network operation lean on research.

Commenting further, Oberfelder said: "The constant change in radio and television is one of the prime reasons why research is of the utmost importance. To put it briefly, research must be on its toes at all times to keep on the heels of the swiftly changing pace of radio and television.

"Magazines and newspapers have long been using intelligent research. Yet both rely too heavily on circulation figures to prove their public acceptance. Once a magazine or newspaper is subscribed to or sold over the news-stand virtually all record of its service is lost. Circulation is no criterion of readership.

"Radio has no such crutches to lean upon, I am speaking now of material crutches with tangible crutches as the circulation of newspapers or magazines. Radio and Television ask of research today is how many people are listening and looking; what kind of people are they?; where do they live and why?; how many hours per day do they spend looking and listening?; in what markets do they live?; how much money do they have to spend?"

Summing up, Oberfelder said the most important type of research that any network is looking for and which it has never been able to get, is sales effectiveness. He stated that as soon as radio workers are no longer bewitched, baffled and bewildered by a conglomeration of research figures—then they will be able to make more efficient use of the information assembled.

Hearing Scheduled
On Color TV Issue
(Continued from Page 1)

case it will challenge the authority of the Commission’s order upon constitutional grounds.

Participating in the suit with RCA are its subsidiaries, NBC and RCA Distributors, Inc.

Judge Philip L. Sullivan has set Monday for hearing opposition to the suit for injunction. He said he would ask Chief Judge J. Earl Major of the Seventh United States Circuit Court of Appeals, Chicago to assign two other judges to sit with him on the three-judge court.

Meanwhile, CBS announced earlier this week that it would intervene formally in the Chicago suit. The network is expected to be present at the hearing Monday.
Look who's gaining AM listeners... coast to coast and in TV's front yard the difference is MUTUAL!

Measure total radio listening, coast to coast, day and night — and you'd expect Mister PLUS to show up best. After all, he's the boy who dominates Home Town America, out beyond reach of all TV towers.

Now measure only the 16 biggest cities, of 500,000-plus, where 75% of all TV sets are located — and where new set sales scored their greatest gains all year. Surprise #1: Mutual audiences are up here, too.
I. ALL U. S., DAY & NIGHT

EVERY MEASURED MONTH IN 1950
Change in Family Listening Hours vs. Same Month, 1949

4. MUTUAL FAMILY-HOURS GAINED
Seven-month Cumulative—1950 over 1949

3. METRO ONLY, NIGHT ONLY

3. Metro only, Night only

3. MUTUAL

Make it steeper still—limit the measure to TV's Big Top itself: evening hours only in the 16 largest markets. Here Mister PLUS plays it by ear alone, competing directly with sight and sound—and wins!

Percentage figures clearly point the trend—but exactly how many hours of family listening has Mister PLUS added during this critical, uphill stretch? The answer (see left): plus-hours to work for you.

MBS—the Mutual Broadcasting System
AGENCIES

PAN AMERICAN BROADCASTING COMPANY, foreign station reps., has announced the formation of National Time Sales, a subsidiary company to concentrate on the domestic market. National Time Sales has taken over the U. S. stations formerly serviced by Pan American. At present it is negotiating for several others.

KENNETH RADIO COMPANY, has been appointed to handle advertising of the Pomotex Company for its hairdressing product. Promotion will include radio and television.

ARTHUR H. EATON has been appointed vice-president of Erwin-Wasey & Company, Inc.

J. WALTER THOMPSON COMPANY is offering advertisers a booklet on the agency's Consumer Purchase Panel. The promotion piece points up the advantages of the agency's monthly consumer purchase, which puts on record the daily buying habits of 5,000 representative families throughout the United States.

COWAN & WHITMORE ADVERTISING AGENCY, Hollywood has appropriated $200,000 for a pre-Christmas television toy campaign to cover 30 markets. Drive began Monday, Oct. 23.

ROBERT K. SHELLABY, former Latin American editor of the Christian Science Monitor, has taken over his duties as managing editor of Vision, new news-magazine for Latin America which will reach the stands in mid-November.

ELWOOD SIEGEL has joined the staff of Murray-Lillis, Inc., producers of motion pictures for industry and television, as production manager and assistant director.

BURN-SMITH COMPANY, INC. and Dora C. Dodson, Atlanta, have been appointed to represent WDVA, Danville, Va.

JACK OF ALL TRADES

Lady who understands her listening public in radio presentation made G.I.'s laugh and cry.

Mamas and Papas and Daughters stand by with masculine news.

offers her talent to radio personality who wishes to take a much needed vacation or is looking for somebody they haven't found yet.

Price: Reasonable.

Time: Unrestricted.

Experience: One Decade.

City: Atlanta.

State: Georgia.

Area: New York preferred.

Contact: Box 184.

RADIO DAILY.

1501 Broadway, New York City.

RADIO DAILY—TELEVISION DAILY

MAN ABOUT MANHATTAN...

By SID WHITE

TRADE WINDS: George Allen, jester for Presidents of the U. S., can have his own TV show for the signing. . . . What's happened to all the big radio and TV deals Margaret Truman was supposed to have signed . . . NBC-TV is kickstarting a new kids series with Milton Berle called "Uncle Miltie's Musical Fairy Tales." The very lovely Hazel Dawn, Jr. (who both sings and acts) was picked as the lead after dozens of auditions, etc. . . . Don't be surprised at an NBC-Phill Silvers deal coming up as a result of his click while entertaining at the NBC convention at Greenbrier. . . . The phoney talent-scout racket is cropping up again in the mid-West. . . . Gagwriters getting assignments to do draft-board routines again. . . . Geo. Raff following his same loyalty pattern on TV as in pictures and radio. Won't take an assignment unless his pal, Mack Gray, gets a part at a fancy figure. . . . Wam't Romeo Vincent wasted in "Toast of New Orleans?" He was on the screen just about 80 seconds. . . . Janis Carter has obtained split-contract releases from Columbia and RKO to concentrate on a TV singing and acting career. . . . Louis A. Spada has resigned as TV director of the "Arthur Murray Show." Couldn't take all that sponsor interference.

ONCE OVER LIGHTLY: "The Petrified Forest" on nite nite, featuring Robt. Montgomery, came alive with Adrian Sles' adaptation of the Robt. Sherwood play. . . . Dan Seymour has brought "We, the People" up from right field to Nr. 10 slot in the TV Nielsen rating. . . . Philco's "Portrait in Smoke" last Sunday was outstanding television. . . . James Sheldon, for two and a half years one of the "We, the People" TV mainstays, has shifted to director of "Holiday Hotel," where, we predict, he will bat his consistently high average. . . . Bill Gerann has joined Jerry Fairbanks, Inc., as veepee of sales. He's also going ahead with his own properties such as "County Fair," for instance.

The pint-sized pundits of the "Juvenile Jury" stanza are the envy of the bubble gum set since it was announced that their guest this Sunday would be Milton Berle, or "Uncle Miltie" to millions of diminutive video viewers. Every guest on the show must present a problem for the jurors to solve and Mr. Television is no exception. His problem concerns the thousands of letters he gets each week from boys and girls who want him to switch his program time to an earlier hour than 8 p.m. According to Jack Barry, producer and moderator of the show, at least half of the "juvenile jurors" are still in the "sandman by 8" stage themselves. When 10-year-old Dick Orlan was informed of Milton's problem, he sighed: "I should have Berle's problems."

AROUND TOWN: Taylor Grant, editor-narrator of ABC's exciting news report, "Headline Edition," was a Philly sportscaster before coming to N. Y. so he's right back on familiar ground again in his two TV football shows. . . . Despite its high rating and heavy mail pull, NBC is dropping the Chas. Boyer wanna. However, no tears for Mons. Boyer, please. He's been flooded with radio and TV offers. . . . Alice Frost, of "Mr. & Mrs. North," back at the microfun again after a bout with sulphur poisoning. . . . It's a boy at the Mel Tolkins. He's head writer for the Sid Caesar show. . . . Joe Franklin devoting his entire Friday night WJZ session to Gladys Shelley and her songs. . . . Mimi Benzell has signed an exclusive concert agreement with NCAC. . . . Bill Bertolotti wondering how Dewey supporters haven't adopted the theme song: "My Tom is Your Tom."
CAB Opposes Grant
Of TV in Montreal

(Continued from Page 1)

KATHERINE MURRAY's attempt to create the informal atmosphere of Arthur Murray dance nights in a one-hour entertainment and dancing on WABD the other night. Main fault lies in Mrs. Murray's efforts to carry the responsibilities of mistress of ceremonies and at the same time participate in the dance demonstrations. The wife of the famed ballroom dancing mentor tried hard to be impersonal, but so didn't create a cozy, social atmosphere. Too much background dancing by the ladies and gentlemen of the Murray teaching staff and their camera consciousness mar the routine. Jackie Murray, country montaneta who has lured pretty well on other TV shows, was handicapped by the lack of professional support. Bea Lillie, on the other hand, escaped any amateurish handling by singing her own song in her own style set apart from the boys and girls of the dancing ensemble. The potentialities for a good entertaining dance instruction program are there. It needs some expert handling and possible a new emcee.

OLD DOC KILOWATT SAYS: Now, that some of the comics have discovered you get a startling effect by lancing forward and mugging at close range of the camera everybody is doing it. If the practice continues they will succeed in scaring youngsters to death and cause mothers to turn off the TV sets so that the kiddies can retire without nightmare figures dancing before their eyes.

TODAY'S TV Personality:
JULIUS F. SEEBAECH, JR., member of the Board, and v.p.of WOR in charge of radio and television, began his climb at WOR as an usher when he was the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association. Seebach who denationalized his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program director (1920), director of program operations (1935), v.p. in charge of programs (1941), and a member of the board of directors (1945). At CBS from 1919-1935, he was successively first assistant to the general manager, television management, production manager, and director of programs operations. Born in 1896, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years as a servant driver with the French during World War I.

BELLE TIERNEY, Gene's mother, and Danton Walker have been inked by DuMont for a quarter-hour weekly spot on Wednesday (10:30 p.m.) to be broadcast for 15 weeks, renewable by A. Davis & Sons Co., as of November 1st. Format of the show calls for Mrs. Tierney to interview celebs in an informal setting, while Danton Walker gives out the latest Broadway and Hollywood happenings. Celebs have long been socialite in her own right, regardless of the fame daughter Gene's added to the name. . . . Professional guest stars continue to clog the four major tele webs, one guest appearing on as many as only two different shows in one day. Bill Slater, however, is catching on with fresh names on WOR-TV's "Lunch Hour"—Madge Evans and "Dinner at Sardi's"—many of Slater's do make the rounds, but most do not. . . . Gussie Moran, Moe Allen, and Frances Langford have been pitched into the talent round of Mrs. Tierney's "Capitol Cloakroom" (Monday, Sunday night 8:00 . . . ) The Democrats are reported to be following the Republicans in purchasing TV time, negotiations being currently under way between the dukeys and WABD.

ROBIN CHANDLER, hosts on CBS-TV's "Meet Your Cover Girl." (Tues. & Thurs. 2:30-4:00 p.m.) is reaping numerous compliments among the trade on her show which got under way Tuesday . . . A recent spot check with three TV stations located in cities the size of Pittsburgh, yet each being the only station there, revealed they are carrying programs from the four major webs as follows: station A, carried 48 NBC programs, 8 CBS, 4 ABC, and 6 DuMont. B, carried 46 NBC programs, 12 CBS, 6 ABC, and 2 DuMont. C, carried 63 NBC programs, 9 CBS, 13 ABC, and 2 DuMont. . . . WESV, Cleveland, now signing on the air at 10 a.m. weekdays, raising the total number of hours of programming weekly to over 150 . . . WTM-TV, Milwaukee, has engaged sponsors for four quarter-hour programs at the $350-$450 p.m. time Artinn School of Dancing, the George Ziegler Co., San Chez Motors, Inc., and the Waukesha Box Co.—all contracts are for 13 weeks . . . Ross E. Kostro, purvey of WOR's "Christmas in Killarney" is scheduled as a special interview guest on CBS-TV's "Capitol Cloakroom" (Sunday 5 p.m.) when films showing the atomic blast at Eniwetok in the Pacific in 1946, will be shown on television for the first time.

CBS's Lodge Urges
Commercial UHF-TV

(Continued from Page 1)

soon as possible to afford nation-wide television. The FCC, while the FRC adopt a "master allocation plan," he said mixing VHF and UHF in indi-vidual communities should be avoided because the trouble might be de-creased of deprived telemet TV service in cities where only two VHF channels are allocated. Even though addition- al UHF channels are available.

Raymond F. Guy, radio engineer- ing division, NBD, had begun a lengthy presentation late yesterday when the hearings recessed until this morning. Guy testified on the Bridgeport-Stratford experiments in UHF.

John Poole Testifies

John H. Poole, of the Pacific Video Pioneers, Inc., and vice-chairman of the FCC, testi-fied at the morning sessions that there would be "takers" for UHF as- signments in areas where VHF stations exist. If manufacturers assure universal all-channel TV receivers the FCC should have a guarantee from manufacturers that there will be all-channel receivers after UHF is opened up, he said. Mr. Poole ex- pressed the opinion that mixing VHF and UHF channels in the same area would stimulate production of all-channel receivers.

Beer Budgets Up,
New Survey Reveals

(Continued from Page 1)

An increase of 30.7 per cent for the year.

The increasing use of radio and TV is shown that brewers covered in the survey spent $2,157,900 in the medium as compared to $1,243,900 for the like period a year ago. This represented an advertising increase of 22.4 per cent.

Expenditures, during 1949 for radio and TV, were exceeded only by outdoor advertising. The 1949 figure for that medium was $2,210,500—an increase of 28 per cent over 1948.

Newspaper Advertising VP

Newspaper advertising, both daily and weekly, amounted to $1,826,000, showing an increase of 19.5 per cent over the preceding year. Point of sales amounted to $1,933,000 which miscellaneous, including magazines, accounted for expenditures of $1,446,100.

The Research Company of America also released its Fall, 1950 edition of a "Brewing Industry Survey." The book contains a comprehensive analysis of the industry.
Announcing the Opening of RADIO CENTER
NEW HOME OF WKBW
YOUR WESTERN NEW YORK SALESMAN

25th Anniversary - October 27th

RADIO CENTER—WKBW’s new ultra modern studio and office building, located at 1430 Main Street in the center of Buffalo, occupies the property where 25 years ago WKBW first went on the air with the first commercially built transmitter ever used in the Buffalo area. WKBW’s 50,000 watt TRANSMITTER in Hamburg, N.Y., and RADIO CENTER are the broadcasting show places of Western New York.

Your FIRST Choice

FIRST IN POWER
WKBW has the most modern broadcasting facilities in Western New York... the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.
Ten times more powerful than any other Buffalo station. WKBW’s 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina... adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES
WKBW has the most modern broadcasting facilities in Western New York... the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS
Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo’s all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS
Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York’s Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT

FIRST IN PUBLIC SERVICE
WKBW’s record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you’ll hear it on WKBW.

FIRST IN DOLLAR VALUE
WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo’s Oldest... but Buffalo’s FIRST Station!

WKBW
BUFFALO’S MOST POWERFUL STATION

50,000 WATTS
AVERY-KNODEL
National Representatives

ABC NETWORK
CLINTON H. CHURCHILL
Founder, President and Manager
**MERGER WITH NAB SEEN IN TBA MOVE**

**School Broadcast Conference Opens Tuesday**

**Educators To Meet For Three Days In Chicago**

Chicago — Between 1200 and 1500 teachers, school administrators, station operators, program producers and others interested in educational and public service broadcasting will attend the 14th annual School Broadcasting Conference from the Sherman Hotel here Dec. 12th, 13th and 14th.

(Continued on Page 4)

**Columbia Pix To Film "Captain Vid" Series**

Purchase of the movie rights to "Captain Video," DuMont network's top adventure series, was made Friday by Columbia Pictures Corporation. It was revealed by Chris Witting, network general manager, who said the movie serial will consist of approximately 15 episodes. The purchase marked what is believed to be the first time the motion picture industry.

(Continued on Page 4)

**New TV Program Series Produced In Hollywood**

First of a series of one-hour television programs using Hollywood names and offered as a weekly stock company presentation has been produced by Roger Rogers and Max Pollack and brought East on kinescope for showing to the trade. The show is "The Animal Clinic," Saturday night. The ex-"The Animal Clinic" series is well known to Washington to guest at the National Press Club's annual Father and Daughter Dinner in honor of President Truman and his daughter Margaret. The children of the "Jury" will attempt to solve Miss Truman's career problems.

(Continued on Page 4)

**Ass'n Board Group Will Study Value Of Combining**

The directors of the Television Broadcasters Association, in a surprise decision last Friday, opened the door for future negotiations with the NAB television committee, in what is expected to result in the eventual consolidation of the two TV industry organizations.

This was the consensus of opinion among TBA members attending Friday's annual Television Clinic in New York.

(Continued on Page 6)

**Urges Closer Liaison For Radio And Sports**

Washington Bureau of RADIO DAILY
Washington — Closer liaison between the sports world and broadcasters was urged Friday by John P. Hardesty, NAB station relations director, in a luncheon address at the 62nd annual convention of the Amateur Athletic Union of the United States, in the Shoreham Hotel.

"Your local broadcaster is always ready to promote sports with the public and is pleased to give a complete and accurate picture of the game," Hardesty said. "Any time I have an opportunity to speak in this field I do it, and I will continue to do so."

(Continued on Page 7)
COMING AND GOING

CARL BURKLAND, general manager of CBS Radio News, has left on a business trip to Richmond, Charleston, Birmingham and Memphis. Also, Charlotte and Birmingham are going GEORGI DUNNAM, New York Radio Sales, CBS, from the CBS office in Los Angeles; REX PATT, JR., AM and TV sales manager in Detroit.

JOSEPH BESCH, director of promotional activities at WINS, is expected back from Cincinnati today.

ALBERT BOYARS and BOB WENDT, of the Dave Alber office, are on a westward trek, the former to Chicago on behalf of Elliott Lawrence; the latter to the Windy City, Houston and Los Angeles for DuMont receiver sales meetings.

CURT BELL and the members of his band have arrived from Lake George. Tomorrow they'll open a new engagement at the Pelham Heath Inn.

WPIX Pulls Chaplin Films Following Civic Protest

(Continued from Page 1) WPIX, the CBS-owned television station here, has scheduled 12 films under the program title, "The Chaplin Theatres." One of the projects, previously registered by the Catholic War Veterans of Hudson County, New Jersey, has been approved by the board of the New York State Publicity Bureau; and the Chaplin company, Norticiario Nacional, producer-distributor of the film is now preparing the film for distribution.

In addition to the new Telenews station, RCA has equipped stations in New York and Radio Union TV, both of which are now on the air. Adding Clinic Mexico's XHTV and Sao Paulo's (Brazil) PRFB-TV, there are a total of five RCA-equipped television stations serving Latin America.

Ben Grauer, announcer and commentator on NBC, will be in New York tomorrow to address the students of Boston University on "Your Future in Radio and TV." While in The Hub, he'll also do his Boston Symphony program stint. He'll be back in New York Wednesday.

MAURICE DREIER, morning luminary on WOR, is in Jefferson City, Mo., where today he will present Gov. Forrest Smith a gold butter knife, emblematic of the one with which Missouri's famous steak can be cut. Tomorrow he'll make some recordings in St. Louis.

HUBBELL ROBINSON, JR., vice-president of CBS in charge of network programs, and HARRY OMMELLE, director of television programs for the web, left Friday for Chicago on business.

BERNIE MANN, leader of the new All-American Band, off to Chicago for a disc-jockey party and record promotion.

Third Cuban TV Station Sent From U. S. By RCA

(Continued from Page 1) Manuel Alonso, owner of the Cuban company, Norticipar, Nacional, producer-distributor of newsreels and documentary films. Alonso hopes to have the new station on the air early in 1951.

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Urges Listener Study Of Farm Audiences

You get a lot for a little*

(Continued from Page 1) spend the necessary money to determine farm listening. No believer, he says, in radio "magic." Cushman insists every radio dollar should be aggressively merchandised to the hilt.

Many other sponsors, Cushman believes, are interested in a solution to this problem, since the investigation and exploitation of the rural market by radio henceforth has only been attempted in urban markets.

Sunday A. M. Programs On WCBS-TV Dec. 24

Sunday morning television programming will be started for the first time on WCBS-TV as of Christmas Eve, it was learned over the weekend. Scheduled to begin on that date, thus far, are two and a half hours of programming, possibly followed by another sponsored show at 12:30.

The schedule as it stood on Friday is: 10-11 a.m.—Western films under the title, "Hoof Beats"; 11:30—"Chuck Wagon"; 11:30-12:00 — an hour-long children's program originating from a theater and having a studio audience, title: "Ship Ahoy," and starring Mac Fenn, currently the pianist on "The Real McKay,"

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-T-H STORY

MONDAY, DECEMBER 11, 1950
They "welded" glass and metal for better television!

From this research came a new way to mass-produce kinescopes

No. 13 in a series outlining high points in television history

Drawing and photograph from the RCA collection

RCA scientists and engineers have shortened the glass-and-metal kinescope more than 20%—while keeping the picture big.

- When kinescopes for television were first produced in volume there was a natural reason for the choice of glass as the working material. The vacuum in a kinescope is many times higher than in an electric bulb. Glass, over many decades, has proved to be the most easily worked material for containing a vacuum.

But so swift was the first growth of television that scientists and engineers at RCA looked for a new way to mass-produce the tubes—and found it.

Their new manufacturing technique called for a strong metal shell, into which was sealed a glass faceplate. Between the glass and metal they succeeded in making a tight "weld," so perfect that it held the high vacuum needed.

Since the metal shell and glass faceplate were easy to produce in volume, RCA's new kinescope helped make lower television prices possible. Glass-and-metal kinescopes are now serving in millions of television homes.

Development of the new tube was only one step for RCA engineers. To create more compact home receivers, with bigger screens, they shortened the tube more than 20%. Then Filterglass faceplates—developed through research first investigated by scientists at RCA Laboratories—were added. Result: sharper, clearer pictures.

As so often happens in research, the benefits you enjoy today came only step-by-step. Our present dependable glass-and-metal kinescopes can be said to have grown from a remarkable union—the successful "welding" of glass-and-metal!
School Radio Confab
Opening Tomorrow

(Continued from Page 1)

14th. Speaker at the opening session Tuesday will be Douglas Schneider, director of mass communications for the UNESCO in Paris who will speak on "The Influence of Mass Communications in the World Today." Other speakers Tuesday include Dr. Harold Anderson, associate professor of education at the University of Wisconsin, who will discuss the "Operation of the Wisconsin State Wide FM Network." Tuesday evening will be devoted to demonstration by the school system workshops from New Albany, Indiana; Pittsburgh, Pennsylvania; and Evanston, Ill.

Wednesday’s session will be opened by R. C. R-www of the State Department of Education, St. Paul, whose subject will be "The Use of Magnetic Tape." John Strophum, head of school broadcasting with the BBC, London, who will describe the "How the BBC Serves Schools." Wednesday’s luncheon speaker will be Sylvester Weaver, vice-president in charge of television for NBC, New York. His subject will be "TV Accepts Your Challenge." Wednesday afternoon will be devoted to demonstration and Wednesday night, Lynn J. Pool of John Hopkins Science Review, will speak on "Television in Education, in Practice and Potentiality.

A panel discussion led by George Jennings, director of radio and television of the State Department of Education, Albany, N. Y., who will discuss, "What the Teacher Should Know About Radio and Television." Advance registration for the conference date is over 700.

WJR Declares Dividend
President John F. Patt announced that the directors of WJR, The Goodwill Station, Inc., have voted a dividend on the December 27, 1950, to shareholders of record at the close of business December 18, 1950.

The Land of the Free
Dramas of American Opportunity
This week: Clarence Sayles, Dairy Farmer
It's a Donald Peterson Production for The Harding College National Program

KPIX, KTTV Form
Coast TV Network

(Continued from Page 1)

KPIX, KTTV Form Coast TV Network

(Continued from Page 1)

ment is that sponsors will be limited to organizations operating in both markets.

Telecasting will start with the annual Tournament of Roses Parade, sponsored by the Prudential Insurance Co.

Later in the same afternoon, the Rose Bowl football game between California and Michigan will be viewed exclusively on these two stations.

New TV Program Series
Produced in Hollywood

(Continued from Page 1)

first production is Ibsen's "Doll House."

Among the name stars who will rotate in the leads for the TV stock company are Gladys George, Jane Darwell, Lyle Talbot, Helen Parrish, Anne Nagle and Michael Whalen.

Save 150 Stories
"The Pollack and Rogers organization have acquired 150 proven stories from which the first 52 productions will be selected." Pollack said yesterday. Pollack is in New York with his partner, Rogers, and will remain here for two weeks to show their new TV series to the trade.

Hollywood's New
COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district ... adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
• Rates from 60.00 up. Single Kitchensette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: Hollywood 9-2701
TV branch public information, Atomic Energy Commission, is now preparing to be prepared for emergency service in an address before the Tennessee Broadcasters Association at Nashville. Hess spoke on "Radio's Role in Defense."

The annual Television Clinic of the TBA was held on Friday at the Waldorf-Astoria with a record attendance.

Applications for three new AM stations and for increased power for two others were accepted by the FCC. New stations sought were by Claude C. Tillman, Jr., and Robert E. Wadson, doing business as the Hurricane Broadcast Service. Aberdeen Broadcast Service, Aberdeen, S. D. and by John Danieles. Eli Daniels and Harry Daniels doing business as Heart of the Black Hills Station, Rapid City, S. D. Increased power was asked for by WKNK, Muskegon, Mich., from 1 kw to 5 kw and by WLIN, Merrill, Wis.

Certificate forms for nominations to fill 13 positions on the board of directors of the NAB were sent to NAB members during the week. APBA's new two-year pact with the transcription industry was unanimously accepted by the New York local at a union meeting held on last Thursday. Philco Corporation renewed its sponsorship of the full hour of the Don McNeill TV Club for the second cycle through the Hutchins Advertising Co., Philadelphia.

I. E. "Chick" Showman, formerly head of NBC's transcription division, Chicago, was announced as the new television sales manager of Free & Peters, Inc. He will make his headquarters in New York. Maurice B. Mitchell, general manager of Associated Program Services since September, has been elected a vice-president of Muzak Corporation and will head up the transcription library division of the company. Emanuel "Manie" Sacks was elected a staff vice-president of RCA at a board of directors meeting. Ernest B. Gorin, treasurer of RCA was elected a director of RCA Communications, Inc. Bernard Musnik was named eastern sales manager for the Crosley Broadcasting Corporation to succeed Warren Jennings who goes with ABC national spot sales staff. Lloyd E. Yoder, general manager of KOA-NBC, Denver, was made the new general manager of KNBC, San Francisco.

The FCC announced that effective Jan. 16 each AM or FM station must originate a majority of its non-network programs from its main studio or from other points within the city where its main radio is located. Charler Hess, chief of the radio-
TBA Move Portends Merger With NAB

(Continued from Page 1)

following an announcement by Jack R. Poppele, president of TBA for which he had said, “A committee of TBA directors will be appointed to explore the possibility of effecting some amalgamation of TBA with television trade groups under a plan that would assure autonomy with respect to television and would best serve the television industry.”

At the same time, the TBA board re-elected their officers for another term. They are: Poppele of WOR-TV, New York, president; Ernest Loveyman of WPTV, Philadelphia, vice-president; Will Baltin, secretary-treasurer; and Paul Reuben of KTTLA, Los Angeles, assistant secretary-treasurer.

Although Poppele’s statement did not mention any specific trade group, it was obvious to most members, that the NAB is the only likely trade organization that TBA could consider lining up with. One observer predicted that forthcoming meetings and negotiations between the two groups would result in an NAB-TBA, an autonomous operation entirely separate from NAB.

Constitutes “About Face”

TBA’s decision to study the possibility of amalgamation with TV trade groups (previously NAB-TV) reflects a complete about-face in its thinking. Up to last Friday, TBA had been campaigning vigorously for a new membership, and had repeatedly refused NAB’s invitation to join.

It was learned that members of NAB’s television committee, headed by Bob Swezey of WDSU, New Orleans, were in New York last week conferring with TBA officials. Swezey also attended Friday’s clinic at the Waldorf-Astoria.

TBA’s television committee meets next month to formulate the NAB-TV organization. At that time, it is expected that TBA will join the fold.

Thomas Chairman

The Television Clinic got under way at 10:30 a.m., Friday, in the Starlight Ballroom of the hotel. The sessions, which lasted into the evening, were presided over by Eugene S. Thomas, WOR-TV’s manager of operations. A large turn-out of network station representatives heard the various guest speakers, who delved into all phases of TV.

In a discussion of daytime programming, M. C. Walters, vice-president and general manager of WCPO-TV, Cincinnati, repudiated a popular belief that daytime TV would not create a sizable audience because the average housewife has too many chores to keep her from the set. His station has discovered that this is not true, and as proof, Walters pointed to WCPO-TV’s successful program schedule which extends daily from 6 a.m. to 1 a.m. Informality is the keynote of daytime programming, he added.

Weaver Heard

“Television can make clear to the American people the great issues and currents of our time,” was the keynote of the address by Sylvester L. Weaver, Jr., NBC vice-president in charge of television. He discussed the network’s newly announced “Operation Frontal Lobes,” and said it would provide a “vital means of finding graphic exposure of the issues cracking through our world, so that our people will understand the issues they must face in the days of decision that have come upon us. Through the magic of television, Weaver said, the network will gain huge audiences for cultural and educational programs in which people have previously shown little interest.

Daytime Vital, Says Thornburgh

Donald Thornburgh, president and general manager of WCAU-TV, Philadelphia, told the group that TV stations must plunge into daytime operations, if they ever expected to make a profit. He agreed with Walters on the success of a full daytime schedule, and reiterated that programs should not be created just to fill time, but with the idea to build an audience. Thornburgh placed a great deal of importance on public service programming as a means of creating good will among the viewers, saying that “commercial shows must be supplemented by public service offerings.”

Stewart Tells of Tightsrope

The main problem of a single market station, according to Donald A. Stewart, general manager of WDVT, Pittsburgh, is how to please the interests of the advertisers, and most of the public, most of the time. With four telephone lines for time to cater to local advertisers fighting to sponsor local origination, the station is literally caught tightrope-stung to keep clear sufficient time to keep most advertisers, networks and the public happy, Stewart said.

He also discussed planning which is going to go into rehearsals, use of extra camera and personnel, in order to reduce operating expenses. G. Bennett Larson, vice-president and general manager of WPIX, New York, told the TBA members. He also suggested “Block” programming as an economical measure.

Stress Localities, Says Outler

John M. Outler, Jr., general manager of WSB-TV, Atlanta, presented a very strong argument for local programming and the need to cater to the local audience. He said that good local programs were the only answers to the problem of building a strong loyal following. To depend entirely on name network shows is to invite disaster, he said.

During the research discussion, E. Lawrence Deckinger of the Biowar, Inc., Dr. Hough, chairman of the NAB Special TV Committee Friday announced a general “organization” meeting of TV personalities in 19 in the Stevens Hotel, Chicago.

His invitation was extended to “television station managers” of NAB membership. He pointed out that while TV has individual interests which must be protected through a strong TV organization, there are interlocking interests with other broadcasting which can be served by a common front, namely, NAB.

The NAB Board at its meeting last month authorized a separate TV board, which would be autonomous except as NAB President Justin Miller explained, “in broad policy matters.”

All TV Outlets Invited By NAB’s TV Group

Washington Bureau of RADIO DAILY

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Shupert Lauds TV Pix At TBA Annual Clinic

**TELE TOPICS**

TBA's annual television clinic last Friday in the Waldorf-Astoria Hotel was termed a great success by the many broadcasters attending. Special credit must go to Eugene S. Thomas of WOR-TV, who worked extremely hard putting together the program. In addition to the top-line speakers—qualified TV and film execs—who demonstrated their thorough knowledge of the complicated sound medium, Special prizes were sung for the talks made by M. C. Watters, wvee of WPGP-TV, Cincinnati; NBC's TV salesman, Ralph Falley; Don Stewart, general manager of WDPY, Pittsburgh; Ben Larson, veep of WPIX, New York; John M. Outler, Jr., general manager of WSB-TV, Atlanta, who had been in the up-grouping with his hilarious side-sparcules; Ed Wynne, who spoke at the luncheon and proved he was a top comedian with a brain, by offering some very smart advice; Lee B. Wolfes, veep of the Fort Industry Co.; Dr. A. G. Ruthven, provy of University of Michigan; Irving A. Rosenhaus, WATT, Newark; George T. Shupert, veepum of Paramount Television, and other speakers.

TODAY'S TV Personality: ROBERT DWIGHT SWEZ, the personal general manager of WDSU (AM-TV-TM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and general manager; WNOH, Cincinnati, 1944-46, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-44. Originally, Swezey's profession was that of attorney at law, having been admitted to the bar of Boston, Mass., and New York, and Washington from 32 to 38. The background for his career was gleaned at Harvard (where he obtained his A.B. and L.L.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he's a past provy of the Radio Execs. Club of N. Y. and the 1950 v-p of the New Orleans AB Club.

**BLIND DATE** which is receiving the same warm applause this year as last for its youthful appeal (embracing romance, comedy, competition, and glamour), unofficially declared war Thursday night. Object of the show is dates with men (usually of different colleges) to compete for dates with three glamorous models for a free evening at the Copa—Thursday's guests were six guys who were just stapled "I-A." Remittance of the U.S.O. Door Canteens, and the multitude of our industry who boosted the morale of the fighting men during the last war, Arlene Francis, attractive femce of the show, as much told us "here we go again!"

**SWEZ**

URGES CLOSER LIASON For Radio And Sports

(Continued from Page 1)

interested in programming in the interest of the community," said Hardey. "It is in your advantage to meet him, learn the character of his programming and the manner in which he can best supply his material needs." Hardey, who was introduced by Oscar Elder, assistant NAB public relations director, declared that all too frequently "well-meaning but uninformed people give a sportscast several pages of typed material which has to be edited down to a page or less for use on the air," and recommended that they "learn how to write copy usable in its original form."

HIMEBAUGH said that the impact of radio and TV is tremendous and said the media offer great potentials for publicizing the activities of the A.A.U.

**WMBG Receives Award**

Richmond, Va.—The local Chapter of the American Cancer Society announced that the Chapter was presenting the Distinguished Service Award for 1950 to WMBG and WTVR in this city for the invaluable community service rendered by these stations. The local Chapter was High in praise of the work done in the Cancer Control program by WMBG and WTVR and hailed it as outstanding. In addition to using daily spot announcements during 1949 in which attention was called to the Cancer Control Program, WMBG and WTVR arranged a number of special quarter-hour programs during the year devoted to research in the field of cancer outlined by physicists in charge of this work in the Medical College of Virginia.

**NAB Asks Admission To UHF-TV Hearing**

Washington Bureau of RADIO DAILY

Washington — The NAB Friday filed a request with the FCC to ap- pear Jan. 15 when hearings into the allocation of UHF for TV are resumed. The NAB petition, filed by Vincent Wasilecki, assistant general counsel, urges for permission to testify in the non-commercial educational bracket of the appropriation.

Sen. Owen Brewster (R-Me.) opened Friday's hearings by request- ing the FCC to reserve a portion of the UHF band for non-commercial educational TV. Sen. Herbert H. Lehman (D-N.Y.), failed to appear Friday, as he was to testify early Friday. His office in Washington released an advance copy of a prepared statement Friday.

Other witnesses Friday were Stuart Hayden, University of Chicago; Keith Himebaugh, Director of Information, U.S. Department of Agriculture; Dr. Meredith C. Wilson, division of field studies and training, extension service, U.S. Department of Agriculture; Dr. Kenneth C. Bartlett, director of radio and TV, Syracuse University; Mrs. John E. Hayes, president, National Coalition of Par- ents and Teachers, and Mrs. Charles Weeks, president, Radio and TV Council of America, asked to address the board.

Himebaugh filed an exhibit, "TV Films," showing how the Department of Agriculture uses films in reaching farmers through established TV stations. He urged that the Commission allocate non-commercial educational TV channels as a means of better reaching the rural areas.

Commissioner Frieda B. Hennock submitted as an exhibit a proposed non-commercial educational allocation plan developed by the Allen B. DuMont Laboratories. Mr. Hennock commented on the Commission's over all master allocation plan submitted at the beginning of the hearings. The DuMont proposal covered a total of nine educational channels, mostly throughout the east.

**FCC Postpones Hearing On Facilities Of AT&T**

(Continued from Page 1)

intervenors to protect their interests when network TV enters the hearings.

Others filing as participants include WCIC, WTVX, Westinghouse Radio Stations, Crosley Broadcasting Corp., KSD-TV, WHAM-TV, WICM, WSBN-TV, WBTV, WJTV, WDEL-TV and WGAL-TV.

New WCKY Staffers

Cincinnati, Ohio—Allen, formerly of KSUB, Cedar City, Utah, has joined the staff at WCKY as announcer and disc jockey. Frank Carroll has been appointed Bookkeeper. A native of Mayfield, Kentucky, is another new member of the WCKY staff. Frank, a 1947 high school, works show, WCKY's early morning fare.
BEHIND THE MIKE

California Commentary

By ETHEL ROSEN

Hollywood

- Hollywood York Friday for conferences with Edgar Peterson, producer of the Pulitzer Prize Playhouse. . . . Jeannette MacDonald and Gene Raymond leave here the day after Christmas to begin rehearsals for "The Guardsmen" in New York with Sam Wanamaker directing. . . . Teddy Hart will make a Capitol recording this week of a series of monologues based upon a Damon Runyon type of character. . . . Mal Boyd and Bob Joseph plan to bring back their pioneer Hollywood TV show, "Hollywood in Three Dimensions," to one of the local video outlets. They will edit it from 15 minutes to a new 30-minute format. Show ran for more than a year on KTTV starting in 1948 with Admiral as sponsor. . . . Jean Her- sholt has selected "Always Remember" for his broadcast of the 13th. the day he celebrates his 13th Anniversary of the Dr. Christian program. Klaus Langdberg, weepie of Paramount Television, has signed Sandra Berkerova to a term contract. Sandra appears regularly on KTLA's Inn Roy Fulton All Girl Show. . . . ABC-TV's Carleton Winkler and Donna Fargo, head of Televes, Inc. are working on a special Christmas eve television show, titled "International Christmas." . . . Bill Anson who, in addition to his daily chores on KTTV and KFWB is also an ASCAP working member, this week had five of his tunes released by Majestic Records.

ANNOUNCING

A

SONIA shoe chain has the Jack

eigen show, which features guest

celebrities and the "Glamour Girl of

the Week." The show is telecast over

WABD, Wednesdays at 10:30 p.m. Deal was placed through the Lane

Advertising Agency. Phil Lane will produce and Bill Seaman will direct.

Bill Sherr, emcee of the afternoon

W N B T series "Remember This

Date," getting out special calendars to

promote "Date" program. Great idea Bill!

The Song Spinners taking time out from writing all those radio and TV

singing commercials to concentrate on a batch of new Decca releases.

The first, "Christmas in Killarney," already a big hit with disc jocks.

Great idea Bill!

Monday, December 11, 1950

Back at NBC

C. Brock, who is also the writer of

serials. Series are filmed locally by Wilkins-Gooden TV

and Thursdays, sustaining until negotiations with a new sponsor

pers to KNBH, Dec. 12th, for twice-weekly viewing on Tuesdays

and Wednesdays.

However, Art is still carrying on for "Red Ryder" over KILL

as the "Dick Tracy" series for radio. Series are completed. Series are filmed locally by Wilkins-Gooden TV

and Thursdays, sustaining until negotiations with a new sponsor

ers to KNBH, Dec. 12th, for twice-weekly viewing on Tuesdays

and Wednesdays.

Hollywood

Columbia Pix To Film

"Captain Vid" Series

(Continued from Page 1)

dustry has made a movie serial from a television serial.

Production for the new adventure serial will begin in March, 1951, with

the first episode to be released for exhibition in move houses not later than

Oct. 31st next year.

James L. Caddigan, director of programming at DuMont, is credited with being the originator of the Cap-

tain Vid idea. The counter part of "Superman," "Flash Gordon," and other heroes of pseudo-scienti-

fic fiction. The five-times-weekly show (7:15-7:30 p.m.) is written by M.

C. Broch, who is also the writer of the "Dick Tracy" series for radio.

Daylight and Overnight

DC-6

Mainliner 300s

111/2 HRS. ONESTOP to

LOS ANGELES

"the Hollywood"

Leaves at noon, arrives 8:30 pm

United's overnight flight to

Los Angeles leaves at 9 pm;

arrives the next morning.

UNITED AIR LINES
CONGRESS GIVEN RADIO-SEIZURE PLAN

Radio-Television Plan Holiday Program Skeds

Christmas Themes Featured By Sponsors

Despite the ominous world situation, radio and TV have gone into high gear in their programming of Christmas and holiday shows. Beginning last weekend, networks and independents have gradually stepped up their special events for the holiday season so that, as of today, the air is filled (Continued on Page 5)

Women Broadcasters Forming New Group

The Association of Women Broadcasters at a meeting of the district chairmen last Saturday voted to reorganize into a new independent organization, tentatively to be called, American Women in Radio and Television. An interim steering committee, led by Agnes Law, head librarian (Continued on Page 6)

Will Originate Features From Iowa State House

Iowa City, Ia. — Radio station KXIC will broadcast three daily programs, direct from the statehouse in Des Moines, during the legislative session which begins January 8th, according to general manager Gene Clausen. KXIC farm editor G. M. Ludwig. (Continued on Page 3)

Most NBC Outlets To Oppose Plan To Cut Nighttime Rates

Most of the NBC radio affiliates in TV markets have already expressed opposition to the network's plan to reduce nighttime radio rates in TV cities, Radio-Television Daily learned in a survey of many of the stations in the fifty TV cities. This opposition has been forwarded in the form of protests to network headquarters in New York and will be expressed at the meeting called for January 10th to consider the proposal (Continued on Page 7)

New NPA Edict Dealing With Tube Production

Washington — In a move to assure distribution of tubes and other electrical components for both defense and maintenance of the nation's communications system, and other essential uses, the National Production Authority yesterday issued an order, M-17, placing a ceiling on the number of rated defense orders manufacturers are required to accept.

Three types of components are covered by the order, which stipu- (Continued on Page 6)

Four Stations Fold; Other FCC Activity

Washington — Cancellation of the licenses of two AM and two FM stations have been granted by the FCC. License of WOPT, operated by the Palladium Times, Inc., at Scriba, N. Y., on 1220 kc, one kw, daytime only, has been cancelled and the call letters deleted. License of WWB, operated by the Sand- (Continued on Page 3)

Prayers For Peace

Mutual's "Faith in Our Time" series has inaugurated a nationwide prayer for world peace. Each broadcast of the religious series, aired daily from 10:15 to 10:30 a.m., EST, will offer a prayer for peace from among the major faiths represented on the program. This will be continued for the duration of the national emergency.

Good Reception—Xmas Wish

Vancouver—The crew on the weather ship St. Ca horin say all they want for Christmas is clear radio reception. Canada's first floating weather station in the Pacific has been on post two weeks on the 50th parallel of latitude, 1000 miles due west of Vancouver, Island. Talking by Morse code to the Department of Transport's radio station here, the men say they want to hear Christmas radio programs loud and clear. So far, voice reception has been poor.

Would Control Air ‘If Necessary’ In Emergency

Washington — Legislation authorizing President Truman to control radio and television broadcasting, if necessary, was sent to Congress late yesterday by the Department of Defense through Assistant Defense Secretary Marx Leva. In messages to Sen. Millard E. Tydings (D- (Continued on Page 4)

TV Outlet To Sponsor Wrestling Tourney

Cincinnati — A men's heavyweight wrestling tournament, contested exclusively through the medium of television for $5,000 in stakes, will be staged by the Crosley Broadcasting Corporation with the opening bout set for Saturday, December 30, at WLW-D, Dayton, Ohio. According to Robert E. Dunville, president. Columbus, Ohio, wrestling promoter Al Haft will act as matchmaker for the series which will originate in the television studios of WLW-D, Dayton, and WLW-T and Music.

Offers Aid Of WKBW To "Voice" Programs

Buffalo — Making the facilities of WKBW available to the State Department for broadcast of a digest of the "Voice of America" programs, Dr. Clinton H. Churchill, president of the station, yesterday forwarded a letter to the Secretory of State.

In the letter, Dr. Churchill said: "In view of national emergency (Continued on Page 2)

Washington Bureau of RADIO DAILY

Washington — Evidence received in the TV allocations hearings, which have been recessed to Jan. 15, now is being considered by the FCC with a view to determining whether the Commission's proposed allocation plan for TV in the United States and its "illustrative allocations" (Continued on Page 7)

Radio Parts Manufacturers Plan Southwest Meeting

Dallas, Tex. — Approximately 300 manufacturers and distributors are expected to attend the 2nd annual Southwestern Electronics Conference, January 24-25, in Brackettville, Texas. The conclave is being spon-

This Is Radio

The New Haven Railroad will run a special "Show Train" with residents of the State of Connecticut—1,200 in all—to attend the February 18th presentation of NBC's "The Big Show," featuring Tallulah Bankhead. With WTIC, Hartford, and many New York newspapers cooperating, it is expected the night will be a gala occasion.
President's Admireirs Receive Autographs

Washington Bureau of RADIO DAILY - President Truman has taken time out from his heavy schedule to make the five members of Mutual's "Juvenile Jury" happy. He autographed menus of the National Press Club's annual Father and Daughter dinner.

Not only that but the President said "the entertainment put on by these kids was great."

The "Juvenile Jury" members wanted the President's autograph during a pre-dinner reception in honor of the President and his daughter Margaret. Secret Service men said, "No." So Jack Barry, moderator and operator of the show, didn't press in.

Secret Service Opposed

During the dinner hundreds of Washington daughters of Press Club members filed to the President and Margaret and extended menus for autographs. The Secret Service did not agree. The President did, so autographing continued.

Elizabeth Watson, Billy Knight, Laura Mangties, Charrie Hankinson and Dockie Orlan, who put on the "great entertainment," were broken-hearted. President Truman heard of it and through Radio Daily's Washington Bureau he transmitted his autograph plus his words of encouragement to the youngsters.

New Art Service Announced By O'Brien

A new creative and consultant art director service specializing in radio and television has been formed by Harry O'Brien, former executive vice-president of O'Brien & Dornance. The art service will be located at 302 East 45th St., New York City.

The artists' firm will offer their services to radio and TV stations, O'Brien said, pointing out that many indies are looking for their own ad agency. "We plan to offer a service that includes anything from an opinion to the preparation of a complete advertising campaign, or the complete production of a presentation or promotion book," he added.

President -- to "Voice" Programs

Offers Aid Of WKBW

To "Voice" Programs

(Continued from Page 1)

declared by the President, radio station WKBW wishes to lend its facilities for implementation of American foreign policy. Accordingly, we hereby offer time on a regular reciprocal basis. In any period deemed suitable for a digest of such "Voice of America" programs as are useful for domestic consumption or any other programs which could be made available by the State Department to this 50,000-watt facility. In our primary area of nearly two million listeners there is considerable interest in the State Department's activities regarding iron curtain countries, and we believe that making some of this material available on domestic radio channels would help the man in the street understand our government's objectives. I have instructed our program department to get in touch with Voice of America officials in order to accomplish this proposal if agreeable to you and as possible.”

Southard Resigns Post

Paul Southard, vice-president in charge of merchandising for Columbia Records, resigned suddenly yesterday after 14 years association with the company. Last week Ken MacAllister, who headed sales promotion, resigned to accept an agency post with the Benton & Bowles agency.

Wednesday, December 20

HOWARD MEIGHAN, Columbia network vice-president and general executive, has arrived from Hollywood to spend the Christmas season. He'll be here a few weeks longer on business.

FULTON LEWIS, Jr., Mutual network commentator, will originate his Wednesday, Thursday and Friday programs at his home in Bennington, Vt. On Friday's program he will be heard as organist and choir director of the local church.

RAYMOND F. GUY, manager of radio and allocations engineering at NBC and president of the Institute of Radio Engineers, is back in New York after attending a meeting of the Baltimore section, IRE, thus completing a 15,000-mile trip in the interest of that organization.

JOHN DERR, associate director of sports at CBS, tomorrow will leave for Miami, there on New Year's Day he will cover the Orange Bowl football game between Clemson and Miami.

WILLIAM HILMAN, Mutual network analyst, is in town from Washington. He plans to originate his Christmas Eve program from here.

ED COONEY, general manager of KOPB, St. Paul, Minnesota this week at network business and for conferences with his national representatives.

CEDRIC FOSTER, Mutual network commentator, is expected in New York today from Boston.

DICK RAWLS, of the television stations department at ABC, is visiting affiliates in Birmingham, Syracuse and Utica. He'll be back in New York tomorrow.

IRVING MANSFIELD, television producer for CBS, has left for a week of leisure in Miami.

You get a lot for a little*

MOR LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-T-H STORY

Just One Of Those Things


You get a lot for a little*
PORTLAND GETS MORE WEST

Geographic shift? No... program shift, to give Pacific Northwest gals more of Kay West, KEX's popular women's director. "At Home with Kay West" is now aired from 1:15 to 2:00 PM Monday through Friday, allowing time for a few additional participating sponsors. Details? Check KEX or Free & Peters.

PORTLAND, ORE. 50,000 WATTS ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKE • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
Congress Given Plan For Seizing Airlanes

(Continued from Page 1)

MD), chairman of the Senate Armed Services Committee, and to Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, Leva said that in the event of an air attack on the United States it would be mandatory that radio and TV stations go off the air or be controlled to avoid the possibility that guided missiles would use the radio and TV beams.

Leva told the Congressmen that such legislation as the defense department proposed is necessary to the safety of the United States. He said the President should be authorized to take over all radio and TV stations and to eliminate such stations, decrease or increase their power as the immediate emergency needs demanded. The legislation was requested, he told RADIO DAILY, by the Air Force.

The Department of Defense long ago attempted to bring pressure on the FCC to urge broadcasters to get into FM, because of guided missiles. As far back as three years ago the Armed Services pointed to the necessity of encouraging FM as the aural means of broadcasting, on the basis that guided missiles could follow low AM beams but were immune to FM carriers.

Yesterday's proposed legislation, however, included all stations: AM, FM and TV.

Should the emergency develop to the point where the United States is attacked, it was learned that all high-powered AM stations, particularly clear-channel stations, would be taken off the air immediately. Whether any Government has developed a guided missile that can follow an FM or TV beam was not clear, although it was reported in some circles that should the United States be attacked, America's radio would consist chiefly of FM, TV and low-powered AM stations in the interior.

Some Government sources say that in event of all-out war the only step possible would be complete militarization of the country, including radio, TV and the press. Should such a step come, it is likely that the Armed Services would be charged with operating radio and TV.

MAN ABOUT MANHATTAN

By SID WHITE

- - - ONCE OVER LIGHTLY: Billy Rose and Ned Harris are taking over a five-story building on E. 42d Street to house their television efforts—which means that Billy and Ned will soon announce additional shows right after Jan. 1st... PepsiCola is about to split a bundle on a Phil Regan buildup for their forthcoming team series with him... It's not the work involved that's causing J. Durante to be keen about his television chores—it's the expense of keeping his troupe together. (Dear James: This is no problem. You'd really have one if your reviews had been bad instead of only wonderful. Think that over, love.)... Hy Gardner, Jrv Kupcinet, Earl Wilson and other clamoring lads will be present disc jockeys at Copa City in Florida this winter—a week at a $ note per week, plus transportation. Not too bad boys... When Nicky Blair opens his Blair House Jan. 15th on W, 56th Street, his second floor will be a television room, which shows you the trend, ladies... Saw the preview of "A Magnificent Yankee." Louis Calhern rates an Oscar for his performance and this reminds me: What a picture could be made on the life of Bernard Borscht! Good title, too, in "Elmer Stolesman."

- - - LOVERS of children's TV shows are recommended to look in on Danny Webb via WPIX, who really has a way with the talented youngsters. Danny, a pioneer in that field, is still up there with the best of them. His kindliness is evident and he gets the best out of the kids who love him and still call him Uncle Danny.

- - - NBC-TV's lovely (and energetic) producer, Caroline Burke, has a honey of an idea lined up for her Christmas Eve show, which will be aired from 11:30 to midnight. Tagged "Heralds of Good Will," it will take the form of a Christmas party for U.N. children, tots from all over the world... Emcees will explain the Christmas spirit to the youngsters and reveal the origin of the various Yuletide customs, as well as lead in the singing of Christmas carols.

- - - At the beginning of each "Martin Kane, Private Eye" session on TV, Bill Gargan lights up a pipeful of his sponsor's tobacco. Since TV has no retakes, natch, his press agent, Bernie Green, asked him one day what he would do if the match went out before he got the pipe lit. "That happened once," confided Gargan, "and I did a terrific ad lib." "Yeah, what?" Green wanted to know. "I lit another match," cracked Bill

- - - AROUND TOWN: Hugh Hole, radio & TV head of BSF&D, in town from Detroit for a look-see at agency properties which include the Billy Rose show and "H'wood Screen Test."... Jim Bonner, of the McKinney newspaper rep organization, pressed his station wagon into action yesterday when an accident delayed commuter trains on the Westchester division of the New York Central and bailed 8 radio and agency execs to work from Pleasantville, N.Y. ... Michael Chimes has set up a new act with his 15-year-old daughter and 8-year-old son. Girl plays the piano and the boy is a harmonica whiz like the old man... Eugene Burr now script ed an "Ellery Queen."... Terrific mail pull pressured the return of the cancelled "Dimension X" on NBC. Show comes back Christmas Eve for 2-week trial period with Bill Welch producing... Sidney Fields has snared Gene Lockheart for his WOR stanza this Sunday to read Christmas Carol.
Radio-TV Webs Plan Holiday Program Skeds

Indies Observation Includes Many Languages

broadcast a remote from St. Patrick's Cathedral for the choir singing of Christmas Carols.

Christmas Carol

Veteran actor Gene Lockhart...
In order to introduce some kind of organization into his relationship with publisher contacts, Charles Green, Lee Ha, Freddie Hollerman and Ronnie Gilbert, has a repertoire of over 500 songs and will sing tunes in Hebrew, Spanish, French, Zulu, Indonesian and Chinese.

Mary Mayo, Capitol's star, will spend today and tomorrow visiting with Philadelphia deejays.

**Women Broadcasters Forming New Group**

(Continued from Page 1) Of CBS, was set up to function until the national convention, which will be held April 6, 7 and 8.

The NAB board recently decided to drop sponsorship of the women's organization into his relationship with publisher contacts, Charles Green, Lee Ha, Freddie Hollerman and Ronnie Gilbert, has a repertoire of over 500 songs and will sing tunes in Hebrew, Spanish, French, Zulu, Indonesian and Chinese.

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Most NBC Stations to Oppose Rate Cuts

reason why rate cuts should be made in such markets as Boston and Philadelphia. He indicated too that the company's attitude is said to be that a meeting be held.

The position of Crosley which operates AM stations in Cincinnati and New York, is in many respects the same as Westinghouse. The company has been enjoying prosperous radio year, and likewise TV stations in Cincinnati, Dayton, Columbus and Buffalo are doing well. Crosley's attitude is said to be that a meeting be held to inaugurate rate reductions now.

In New York the broadcasters are feeling that the TV college in their cities has not cut in seriously on the radio audience and that since the Korean war radio has enjoyed higher ratings. They argue too that with government's defense measures and cutbacks in industry, receiver production may be seriously curtailed and as a consequence the cut in price of the audience "frozen" for sometime.

It is reported that NBC has suggested rate cuts averaging around 12 per cent in the 50 TV cities. The Association of National Advertisers had asked in June that nighttime radio rates in 53 cities receive an average cut of 14.9 per cent.

The NBC decision to hold a meeting of its TV stations on January 10th was motivated by the reaction to the network's rate cut proposal. Many broadcasters were against any reductions being made effective January 1st and some asked that a meeting be held.

"AM" Tag Ruled Out

Washington-A call letter cannot be designated by the appendage "AM" after AM call signations to 4-letter call signals. It would violate Sec. 2.302 of the Rules & Regulations and will be considered a bad timing to inaugurate rate cuts now.

Radio rates in 53 cities receive an average cut of 14.9 per cent. Beginning January 1st and some asked that a meeting be held.

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COAST-TO-COAST

Trial New Interview Method

Worcester, Mass.—John Wrisley has been trying out an interview twist on his WTAG "Morning Parade" to get a listener reaction. When well-known music personalities hit town, Wrisley is right there, tape recorder plugged in, to get an interview. But instead of shooting the wad in one session of 5 to 10 minutes, Wrisley cutes five or six short takes, from 10 seconds to 2 minutes each, and uses each one multiple times, see how they sound, and go back and do a new take until he gets the reaction he wants. He then edits his takes to make a smooth interview.

Two Added At WBT

Charlotte, N. C.—Jacqueline Sharpe and George H. Adams have been added to the promotion department of WBT, WBT-FM and WBAI. Sharpe has been with Wrisley—one on recording sessions, one on arranging, one on selling records. Adams joined WBT on Thursday. Miss Sharpe studied at Mary Washington, the woman's college of the University of Virginia, and received a B.A. degree in journalism from the University of Illinois. George Adams is a graduate of Davidson College.

Joins WTOP Staff

Washington—Bob Ruth, for the past three months a staff writer at WOL, Washington, has joined WTOP announcing staff, Hazel Markel, director of sales, it was announced. Ruth formerly was with WLWE and WTVR, Richmond, and WIP, Philadelphia.

Football Banquet On WKB

Youngstown, O.—Dan Gardner, WKBIN sportscaster, was master of ceremonies at the Eighth Annual WKBIN Football Banquet. He announced the selection of the Youngstown and Mahoning County Football Team selected from 11 high schools. Principal speaker at the banquet was Ray Elliot, head coach of the University of Illinois. Approximately 400 high school athletes, principal and superintendents attended the banquet held December 11.

Appointed To WSGN Post

Birmingham, Ala.—Alfred N. Greenberg has been appointed director of sales promotion and research for WSB in Atlanta. The city, Greenberg, who has been a member of the faculty of City College of New York, New York City, has been with WSB in N. Y.

Hollywood

Hollywood! Rumored that CFS is dickering with Harmon-King for the release of his cartoons on television, ... George Macready planned out for New York Friday (15) for two weeks of television appearances and exploitation for RKO's "Torez's Peril" in which he has top featured role. ... Armed Forces Radio Services recorded Christmas greetings to the boys overseas on the Paramount lot the other day. Making the recordings were Bob Hope, Bing Crosby, William Bendix, Dorothy Lamour, Lloyd Nolan, William Demarest and Ruth Hussey. The "talking Christmas cards" will be beamed as part of the AFRS five-times-weekly "Show Business" program produced by Jack Brown. ... Louella Parsons, who has been on the air for 20 years, begins her sixth year under her current sponsorship (the Andrew Jerpsens Co.) on Dec. 19. Miss Magruder guest on Howard Worman's Chardades TV show over KTLA, Dec. 17th. ... Draper Daniels, V.P. in charge of copy for Y & R Chicago, and Phil Bishop, radio head, for Chicago office, in town for a few days on meetings for "Th Halls of Ivy." ... Radio's "Junior Miss." A $40,000 package with a consistent 6 to 8 rating, has been dropped by the sponsor after three and one-half years on the air, ... Frank Cunningham is new manager of KPAS, Bonita, replacing William T. Smith. ... Robert LoMar has joined KTLA news staff as assistant to Jonathan Rice. ... John Ireland and his wife, Joanne, head for New York the first week in January for their television debut. ... They will appear together on three important coast-to-coast video programs. ... Mal Boyd has completed a screen treatment on his original story idea. "Tele-Visions of 1951," Boyd visualizes the project as an annual series of movies based on the exploitation build-up of TV. ... Eddie Cantor cuts a special tape this week. ... Christmas spot for the ABC "Ozzie and Harriett" show. ... N.Y. Times. ... N.Y. Times.

BEHIND THE MIKE

ROBERTA QUINLAN on Friday night is Your Heritage' series, designed for Navy recruits of 120 voices, recruited from the Mohawk Carpet Mills, and under the direction of Jack Collette. Bobby Burns, of the Frank Sinatra staff, into Army Special Services next month.

The Sun says a lotta stars refuse to follow a monkey act on TV because it l'll look like an encore. Ellis Fitzgerald celebrates her 18th anny in showbiz next week and will be feted with a party at her current Birdland stand.

Sunny Skylar, composer of a dozen song hits, introduces his latest tune, "Got You In My Heart," when he guests on "Versatile Varieties" this week. Christian shows his new film, "See Martin Block, finds St. Nick the Santa of attraction. Al Jolson baked this week for Austria to enter; tomorrow abroad.

Gabby Hayes' Sunday NBC-TV series wins, nad Hayestreams.

Hank Silvern liked the Somerset Maugham theater because it has Razer's Edge perfection.

Marlon Brando, who recently played in "A Streetcar Named Desire" will take the road show, made such a series with "The Naked City" that they went to 2 minutes each, and uses one each morning for radio campaign for March of Dimes, being launched here in December.

Services recorded Christmas greetings to the boys overseas on the Paramount lot the other day. Making the recordings were Bob Hope, Bing Crosby, William Bendix, Dorothy Lamour, Lloyd Nolan, William Demarest and Ruth Hussey. The "talking Christmas cards" will be beamed as part of the AFRS five-times-weekly "Show Business" program produced by Jack Brown. ... Louella Parsons, who has been on the air for 20 years, begins her sixth year under her current sponsorship (the Andrew Jerpsens Co.) on Dec. 19. Miss Magruder guest on Howard Worman's Chardades TV show over KTLA, Dec. 17th. ... Draper Daniels, V.P. in charge of copy for Y & R Chicago, and Phil Bishop, radio head, for Chicago office, in town for a few days on meetings for "Th Halls of Ivy." ... Radio's "Junior Miss." A $40,000 package with a consistent 6 to 8 rating, has been dropped by the sponsor after three and one-half years on the air, ... Frank Cunningham is new manager of KPAS, Bonita, replacing William T. Smith. ... Robert LoMar has joined KTLA news staff as assistant to Jonathan Rice. ... John Ireland and his wife, Joanne, head for New York the first week in January for their television debut. ... They will appear together on three important coast-to-coast video programs. ... Mal Boyd has completed a screen treatment on his original story idea. "Tele-Visions of 1951," Boyd visualizes the project as an annual series of movies based on the exploitation build-up of TV. ... Eddie Cantor cuts a special tape this week. ... Christmas spot for the ABC "Ozzie and Harriett" show. ... N.Y. Times. ... N.Y. Times.

Page, the Oklahoma girl who hit the big-time as a top recording star, brings her mother and dad to N. Y. this week for an appearance on Morton Downey's "Star of the Family" stanza.

Sid Cassel's 8-year-old youngster, Arthur, terrific minute on the Fred Allen show.

Lovely redhead Mitzi Mackar, who hails from Budapest and Hol- lywood, here in N. Y. for TV. Watch this sal—another Piaf. Bill Keene on "Big Town" again. Can't keep a good actor off a good show.

Ben Harrison formerly a radio entertainer, now one of the coun-
ty's top hotel executives, has been appointed chief relations manager of the Hotel Martinique at Miami Beach. He is lining up some of TV's top performers for appearances at the Martinique during the season.

Busiest man in radio is Edward Arnold. Ed has been in town three weeks, in which time he has completed three TV shows, recorded 11 half-hour "Mr. President" radio shows, and completed rehearsals on his legal show, "The Eye of his Eye," which opens Dec. 25.

Ray Robbins, or kid leader who's currently booked into the Hotel New Yorker's Terrace Room, is our example of how to get rich fast—besides from the New Yorker, he's doing four stands weekly over CBS in the late even-
ing, not to mention numerous single shots in the daytime off the radio. Carl Lindemann, Jr., of NBC-TV technical operations, now commer-
cil-ordinator of the "Kate Smith Show."
NAB GROUP REVIVES GIVEAWAY ISSUE

Radio Trade Promotion Plan Launched By Web

CBS Department To Service Web Sponsors

Establishment of "Trade Promotion" as a new activity of the advertising and sales promotion department of CBS was announced yesterday by Louis Hausman, vice-president in charge of the section for the network. As head of the new operation, Henry Brenner, formerly marketing (Continued on Page 6)

CBC Television Plans Gaining Momentum

Montreal — The Canadian Broadcasting Corporation still has hopes of getting its Montreal television station on the air by the end of 1951, according to J. Alphonse Ouellet, chief engineer and co-ordinator of TV for the CBC. But because of a delay in starting construction of the transmission tower on Mount Royal, (Continued on Page 7)

ASCAP Fetes UNESCO With Dinner Tonight

The American Society of Composers, Authors and Publishers will be host at a dinner in honor of the Committee of International Copyright Experts of the United Nations Educational, Scientific and Cultural Organization, tonight at the Mayflower Hotel, Washington, D. C. Speakers will include Luther H. (Continued on Page 2)

Keep Going, Bob

Seoul, Korea—The Republic of Korea's President, Syngman Rhee, couldn't get a seat at the Bob Hope show here last night as 3,000 GI's thronged the National Theater to see and hear the comedian and his show, the "Bob Hope Show" for broadcast on NBC, Tuesday, Nov. 7. He finally got a seat in the lighting technician's box.

Havana TV Station Goes On Air Today

Havana—Cuba's first television station sponsored by Union Radio goes on the air commercially today with officials of the government and the City of Havana participating in the opening day's ceremonies. Cables of congratulations have been received from Justin Miller, president of NAB; J. R. Popelle, president of TBA, and Robert C. Sprague, president of RTMA of the United States. The opening day's telecasting will include coverage of baseball and ceremonies incident to the launching of the new station.

Off The Air Records

Of Met Operas Barred

The New York Supreme Court has restrained a recording company which had been engaged in the business of recording "off the air" broadcasts of the Metropolitan Opera and marketing records of these performances for retail sale. The firm is Warner-Nichols Recorder Corporation, also known as Home Recordist Guild. Acting upon the suit filed by the Metropolitan Opera Association, Inc., the American Broadcasting Company, which broadcasts the operas, and Columbia Records, Inc., (Continued on Page 5)

Olympic Radio Sales Soar To All Time 9 Mo. High

Sales and earnings of Olympic Radio & Television, Inc., reached all-time highs in the three-month and nine-month periods ended Sept. 30, 1950, according to an announcement made yesterday by Adolphe A. Juviler, president. Net sales for the nine months, (Continued on Page 2)

Whole Industry Joins In Tribute To Jolson

The entire entertainment industry is mourning the death of Al Jolson, who died suddenly Monday night of a heart attack in San Francisco. He was 64.

Jolson was in San Francisco to appear as a guest star on Bing Crosby's CBS program. The show was to have been transcribed yesterday. His sudden passing was a shock to everyone and brought high tribute from many of the greatest names in show business.

Bing Crosby, who arrived in San Francisco yesterday, said, "The sudden death of Al Jolson is mourned by the entire entertainment industry. His passing is a tremendous blow to all of us who knew him. He was one of the great entertainers of all time and will be missed by everyone who knew him."

Crosby's CBS program. The show was to have been transcribed yesterday. His sudden passing was a shock to everyone and brought high tribute from many of the greatest names in show business.

CBS Will Intervene In Chicago Color Action

Newest development in the color TV controversy was the announcement yesterday that CBS expects to sit in at the injunction suit being brought in Chicago to restrain the FCC from putting the CBS color-TV system in operation on Nov. 20.

In terse words CBS announced (Continued on Page 6)

Emergency FM System Considered In New York

An FM emergency public address system is being considered by New York City defense authorities as an expedient method for instructing and warning the city's eight million population in an emergency situation.

Color Adapters Ready For Early Shipment

Commander Television Corporation announced yesterday that within ten days it will begin shipping TV color adapters which will have color adapters built into the sets to receive either the conventional black and white or the CBS type color. Announcement was made by Mitchell Fein, vice-president of the company.

In his statement, Fein said that (Continued on Page 7)

NICE GESTURE

Pauline Frederick, ABC correspondent accredited to United Nations, was presented with a piece of UN's birthday cake by Secretary General Trygve Lie yesterday at a ceremony attended by President Harry S. Truman. Lie received the pieces of cake from President Truman and in turn passed it on to Miss Frederick.
Entire Entertainment Industry Joins In Tribute To Al Jolson

(Continued from Page 1)

"The den passing of Jolson is a terrible shock. He was the most dynamic figure in show business. It was thrilling to watch him burst into song and note the magical electrical effect he created upon the audience. I don't know of any other performer who had this power."

William S. Foley, chairman of the board of CBS, the network with which Jolson had a three-year exclusive radio and TV contract, said, "I have known Al Jolson for many years and have always enjoyed him as a great star. His untimely passing comes as a great shock. We have lost one of our most beloved figures, but he will be in the heart and memory of the world for years to come."

In Mobile, Ala., Eddie Cantor said, "He was my friend for almost 40 years. He was more than that. He was an inspiration to all of us in show business. He was a leader. There can never be, there will never be another Al Jolson."

"It's a terrible shock," said Jimmy Durante in New York, "The entire world will mourn this great and colorful personality, both as an entertainer and as a kind, generous and unselfish person."

Recently Returned From Korea

Jolson had recently returned from Korea where he had entertained troops in the front lines. During World War II, he had traveled more than 42,000 miles over a period of four years singing to the American GI's all over the world. A pioneer of show business techniques, Jolson was considered the greatest entertainer of this age. He had been in the entertainment limelight for 39 years.

Olympic Radio Sales Soar To All Time 9 Mo. High

(Continued from Page 1)

ending Sept. 30 amounted to $13,946,031, compared with $8,018,278 for the like period, 1949—an increase of 172 per cent. Net income after Federal taxes amounted to $905,020 as compared to $198,037 for the similar 1949 period. Results were equal to $2.65 per common share in 1950 as against $0.38 per share in 1949 period. Net sales for the three months ended Sept. 30 totalled $5,946,161, up 267 per cent from the $1,618,150 volume of the like period, 1949. Earnings for the latest three months were $1.43 per share. The company has 338,503 common shares outstanding.

Tommy Riggs Returns

Commencing Monday, Oct. 30, Tommy Riggs and Betty Lou, will return to WCBS with a quarter-hour program, 9:45-10:00 a.m., EST. The show will be a participation program and will occupy the time slot vacated by Bing Crosby.

ASCAP Fetes UNESCO With Dinner Tonight

(Continued from Page 1)

Evans, Librarian of Congress and U. S. delegate to UNESCO, Herman Finkelstein, general attorney of the society and Valerio de Sanctis, delegate from Italy.

Otto A. Harbach, president of ASCAP will preside. Co-hosts with Harbach will be members of the ASCAP board of directors. Volunteer entertainment will be provided by Rudolph Friml, John Hamilton, Victor Borge, Grace Panvini and Garfield Swift.

Heads WNBC Press

Wini Schaefer, present representative of WNBC, WNBC-FM and WNBC, has been appointed to the position of director of publicity for the stations effective October 30. It was announced by Ted Cott, WNBC-WNBT general manager. At the same time, Schuyler G. Chapin, who has held the post of publicity director since 1949, will join NBC national spot sales department as a television account executive.
What looks! Whatta line! Teevy’s a better draw than free licker! Ties up traffic every time she shows!

Teevy is so terrific that many of her admirers overlook the sordid fact that she is supposed to do more than please people. Unless the gal starts moving merchandise over the counter for cash—she’ll lose her job!

wpx is proving that TV sells...the hard way—at retail. Low cost programs are making sales for everything from stockings to second hand Chevrolets, at low cost. We know—because many of the orders come direct to us, by mail and phone.

wpx in its two years of operation has built and held regular audiences with news, sports, movies, public service and information features as well as entertainment...has proven low cost programs which acquaint prospects with the advantages of advertised items, and vice versa—and are making sales at lower cost than other media.

This station commands the world’s richest metropolitan market with the highest set coverage—more than 1,500,000 TV receivers among four million families. And wpx is the best place for the national advertiser to learn how to use TV economically and profitably.

Ask any wpx representative to show you the record of sales results...wpx, the New York News station, 220 East 42nd St., New York City...MU 2-1234.
AFTER 17 brilliant and busy years as Radio Production Head of the Ward Wheelock Company, Miss Diana Bourbon, one of the few women ever to hold a top executive position in big-time radio advertising, resigned October 1st. Some of the shows she handled included "Hollywood Hotel," Campbell's Soups shows for Amos 'n' Andy, Burns & Allen, and Jack Carson, the most recent "Club 15" and "Double Burns & Allen, and Jack Carson, the shows for Amos 'n' Andy, "Hollywood Hotel," Campbell's Soup shows for five weeks starting Nov. 14.

Mary Chase, personal manager of negro balladier Josh White, currently at Mocambo here, is in New York to close radio and film deals now pending for the artist.

The Edgar Bergen-Charlie McCarthy show will travel to a number of different army camps during the coming months.

ABC Publicist Newscaster Bob Garred is vacationing for a few days, while fellow newsmen Frank Hemingway takes over.


Larry Marcus, assistant editor of NBC's "Night Best," starring Frank Lovejoy, is leaving the show to write for Radio Guild, formerly Collier's, as his house guest. Jim is writing the biography of the late Mark Hellingen. And this brings up another thought: With the thousands of great short stories written by Mark, what a series this would make for television!

** ** ** **

The other p.m. at Lindy's, Tony signed a complete release to the picture man, Leonard Lyons affixed his signature to the document as witness. Todd. An unsympathetic listener asked him why he was doing it, "I get rapped. Television doesn't get rapped—only me, Michael Todd." An unsympathetic listener asked him why he was doing it then. Mike looked at him sadly and answered meekly: "For the 25 thousand bucks!"

HERBERT LEROY RICE

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"JINGLES THAT DON'T JANGLE!"
**Records on Parade**

*By Ted Persons*

**RADIO DAILY’S “Jockey Jury” scans the new record releases and picks those most likely to succeed:***

- **BOB CLAYTON, WHDH, Boston, Mass.**
  - "Rainbow Gol.” Alan Dale (Columbia)
  - "Oh, Babe.” Louis Prima (Robin Hood)
  - "Sleigh Ride.” Johnnie Desmond (M-G-M)
  - "I Can’t Give You Anything But Love.” (Alphabet Song) Buddy Morrow (RCA Victor)
  - "My Wonderful One.” David Rose (M-G-M)
  - "You’ve Got Me Crying Again.” Hugo Winterhalter (RCA Victor)
  - "Can’t Seem To Laugh Anymore.” Don Cherry (Decca)
  - "Voice Of The Xylophone.” (album) Yma Sumac (Capitol)
  - "The Place Where I Worship.” Al Morgan (London)
  - "Tennessee Waltz.” Erakine Hawkins (Coral)

- **ART FORD, WNEW, New York, N. Y.**
  - "Green Meadows And Peaceful Pastures.” Guy Lombardo (Decca)
  - "Autumn Leaves.” Bing Crosby (Decca)
  - "Creolking.” Julian Dash (Signature)
  - "You’re Just In Love.” Perry Como (RCA Victor)
  - "To Think You’ve Chosen Me.” Eddy Howard (Mercury)
  - "All My Love.” Russ Case (M-G-M)
  - "You’ve Got Me Crying Again.” Hugo Winterhalter (RCA Victor)
  - "Music. Maestro Please.” Don Cherry-Tommy Dorsey (Decca)
  - "Guess I’ll Have To Dream The Rest.” Andy Russell (Capitol)
  - "Molasses, Molasses.” Spike Jones (RCA Victor)

- **EDDIE GALLAHER, WTOP, Washington, D. C.**
  - "Orange Colored Sky.” Jerry Lester (Coral)
  - "You’re Just In Love.” Perry Como (RCA Victor)
  - "A Crosby Christmas.” Bing Crosby and Sons (Decca)
  - "To Think You’ve Chosen Me.” Eddy Howard (Mercury)
  - "Sleepy Old River.” Frank Briones (Mercury)
  - "If I Were A Bell.” Doris Day (Columbia)
  - "A Marshmallows World.” Bing Crosby (Decca)
  - "Just For A While.” Mddy Carson (RCA Victor)
  - "Petite Waltz.” Sammy Kaye (Columbia)
  - "Autumn Leaves.” Jo Stafford (Capitol)

- **DAVE MILLER, WPAT, Paterson, N. J.**
  - "So Long, Sally.” Curt Massey (London)
  - "There’s Nothing” Betty Lynn (Columbia)
  - "I Need Attention Bad.” Ernest Tubb (Decca)
  - "I Wanna Do Something For Santa Claus.” Johnny Bond (Columbia)
  - "Feelin’ Sorry,” "Cheats” Yank (Decca)
  - "Willow, Will You Weep For Me?” Carter Sisters (RCA Victor)
  - "San Angelo.” Dore Evans (RCA Victor)
  - "Gee, But It’s Lonesome Out Tonight.” Al Rogers (M-G-M)
  - "Lose Your Blue.” Smokey Thomas (RCA Victor)
  - "River Road Two Step.” Pee Wee King (RCA Victor)

- **ERNE IMON, WJJD, Chicago, Ill.**
  - "The Best Thing For You.” Perry Como (RCA Victor)
  - "Patricia.” Perry Como (RCA Victor)
  - "A Boxly Day Retreat.” Mindy Carson (RCA Victor)
  - "A Marshmallow World.” Arthur Godfrey (Columbia)
  - "A Bushel And A Peck.” Margaret Whiting-Jimmy Wakely (Capitol)
  - "Sleepy Old River.” Frankie Laine (Mercury)
  - "Lucky. Lucky Me.” Evelyn Knight (Decca)
  - "Thirsty For Your Kisses.” Ames Brothers (Coral)
  - "Molasses. Molasses.” Teresa Brewer (London)
  - "Lambert Lights.” Ralph Flanagan (RCA Victor)

**PRESSING BUSINESS:** Absoluately the toppert “Christmas In Killarney?” The ditty (a sort of “Jiggle Glee”), written by John Redmond, James Cavanaugh and Frank Weldon, and published by Remick, has been recorded by Dennis Day for RCA Victor and by Percy Faith and His Shillelagh Singers for Columbia. Christmas In Killarney? Faith, and it’s a great day. . . . Vaughn Denny, Decca’s singer-composer-plantist, is cutting four more sides next Tuesday. . . . Eddy Howard might well sing “To Think You’ve Chosen Me” and direct the sentiment toward Joe Carlton et al over at Mercury, the people, who have boosted him into the hit class again. . . . Mercury bills two performing artists as Tennessee Waltz as Patti Page and Patti Page for the simple reason that the “performing artists” is Patti Page who does both voices. . . . London Records reports that phenomenal sales of the first completely recorded opera, Mozart’s “Aduction From Fior Dera.” The work was released in an album of long-playing rec- ords accompanied by a complete libretto in German and English.

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**Record Attendance At BMI Chicago Meet**

Increased sales and earnings were reported by the Stewart-Warner Corporation for the first nine months of 1950. Net earnings for this period amounted to $3,050,000, equal to $2.55 per share, with a total valuation of $39,273,000. Stewart-Warner, Inc., board chairman and president said yesterday.

In 1949 net earnings were $1,296, 208 or $1 per share for the first three quarters. Sales for the first nine months of this year totaled $54,739,474. In the same period of 1949 sales were $40,440,384.

Knowlson warned in his report that civilian business enjoyed this year may be curtailed, due to the defense program. But he added that the company’s participation in defense activities will increase, Government orders have increased materially this year, he said.

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**Will Carry Fights**

Pan American Broadcasting Company, eastern representative of the Alaska Broadcasting System, announces that the Pabst Brewing Company has contracted to broadcast the “Fight of the Week,” by direct line from the United States, over six stations of the Alaska Broadcasting System: KFQD, Anchorage; KFRB, Fairbanks; KJBI, Seward; KINY, Juneau; KTOK, Kotzebue; KFIF, Sitka. The U. S. Army has made arrangements to have radios available so that army personnel can hear the fights.

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**Stewart-Warner Reports Increased Sales, Earnings**

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**Ban's TV Pickup**

The all-star professional tennis matches which will be played at Madison Square Garden on Thursday evening, Oct. 26, will not be televised, Bobby Riggs, promoter, announced this week. The tennis matches will include appearances of Gussie Moran, Jack Kramer, Pancho Segura, and others, and the audience will mark the opening of a national tour.

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**Christmas Shows Streamlined Fairy Tales**

Quarter-hour transcripts of radio programs, Christmas tie-ins. Each show complete in itself.

**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53rd St., N. Y. C., Plaza 5-6131
New CBS-Show Promotion To Stress "Merchandising"

CBS Will Intervene In Chicago Color Action

RADIO DAILY—TELEVISION DAILY

Wednesday, October 25, 1950

New Books


Creating human interest word pictures of men, incidents and their meaning, Father James Keller has made a profound contribution to daily living in his latest book, "One Moment Please," which is the third in the Christopher Daily Guides to Better Living.

Father Keller's book which is essential reading for everyone, is distinctive insofar as it calls for only a moment of reading daily and leaves one inspired by its thought provoking messages.

The Maryknoll priest who gave us "Three Minutes A Day" and "You Can Change The World" in his current series has another human interest document in "One Moment." It is forthright in pointing out the doctrine of the Christophers that the greatest influence for good, for the sudden change in the world and all mankind.

We commend Father Keller's daily reminders for good living which, as Father Keller writes, "If this book does no more than encourage one person to stop each day to reflect and pray on the why and wherefrom of life from the point of view of eternity, it will be well worth the effort involved in preparing these 365 reminders."

BURKE

CBS Will Intervene In Chicago Color Action

(Continued from Page 1) yesterday: "CBS will intervene in the Chicago suit." The move was forecast in yesterday's Radio Daily story on Frank Stanton's rebuttal to Robert C. Sprague's Sunday night broadcast over the CBS network.

With the discontinuance of Pilot Radio Corp.'s suit in New York and the expectation that Pilot will join forces with RCA in Chicago, both sides are expected to predicate their future actions on the outcome of the pending suit in the Windy City.

BEHIND THE MIKE

Peggy Lee and Dave Barbour set a shot on the Arthur Murray show last week.

Phil Hanna did a bang-up job substituting for Freddie Bartholomew on "Our Gang" p.m. He's been offered a stanz of his own as a result.

Advis Records launching singer Russ Victorian via a tremendous campaign to start in Jan.

Soap co. bidding for half-hour TV film series directed by Les Haffner of Motion Picture Stages, Inc., starring Burgess Meredith and Fredric March.

Kay Francis, John Loder and Peggy Ann Garner on the 3rd Prudential Family Playhouse Nov. 7th.

Wilbur Stark and Jerry Layton doing a terrific job with their "Roscoe Karns, Inside Detective" TV series. The show, which originally was seen on a limited network in the East, is now telecast as far South as New Orleans and as far West as San Francisco. Latest Video-odex ratings show a sharp leap all over the country, with the high spot of 560 in Chicago.

Margaret Phelan, currently headlining at the St. Regis Maisonette, signed by RKO to star in a series of film shorts.

The Tivision Jane Harvey hovering in derelict Rockefeller Plaza, ogling the Glide's Side set.

The Mad-Mad-MADmoiselles performance on the Robert Q. Lewis show last week jammed the Blue Angel.

Renato Rossini, the guitarist at the Rough Rider Room, Hotel Roosevelt, will be guested by the boys of Halloran in appreciation of his frequent visits.

Don Russell has signed to do the Saturday night events at Madison Square Garden, via DuMont. Don is also reading his own daytime TV show.

Barry Wood will present the balcony screen from "Romeo and Juliet" with Donald Buka and Margaret Phillips on the Kate Smith television show.

Burt Brazier is currently playing the lead in a series he wrote for the CBS soaper "Aunt Jenny."

George Putnam's "Broadway to Hollywood" on DuMont, Wednesday nights, has been renewed by Tide-water Oil Co.

ED EAST IS BACK!

T.V.

ALAN YOUNG SHOW

RADIO

M. C. ON ALL MAJOR NETWORKS

PICTURES

MGM, UNIVERSAL-INTERNATIONAL

MAX RICHARD AGENCY — 1776 B'WAY — PL. 7-6414
**CBC Television Plans Gaining Momentum**

(Continued from Page 1)

indications are that Toronto will have TV before Montreal. The CBC's original plans were for a simultaneous opening in the two cities.

Before work on the transmission tower on Mount Royal can begin, approval of the Provincial Government is necessary. The city agreed to donate a site for the tower in 1944, but provincial acceptance of the agreement is still pending. (Premier Maurice Duplessis had indicated that he is withholding approval until a provincial radio network, something which the CBC claims is not within its power to give.)

Meanwhile, other CBC preparations for TV here are going ahead rapidly. The Canadian Government has voted the necessary money—$1,500,000—to be divided between the CBC's Montréal and Toronto TV stations. Construction of a special studio to house TV equipment in the rear of the CBC Building here, on Dorchester Street West was begun three months ago and is going according to schedule. Equipment has been ordered and delivery is expected to coincide with completion of the new studio next spring. Program directors are already planning TV shows and a special technical staff is being trained.

Toronto is likely to get TV first simply because that city does not have a mountain to worry about. A 500-foot tower is being constructed in the center of the city that will be capable of serving the whole urban and suburban area within a radius of 50 to 60 miles.

In Montréal, the transmission tower must be built on the mountain because if it is built anywhere else the mountain will block full reception for citizens who are on the opposite side of the tower. If the tower were to be built downtown, for instance, the mountain would block reception in Snowden and Outremont.

For a while, the CBC's TV station here will divide its time between French and English programs.

O. W. Pike

Schenectady, N. Y.—O. W. Pike, manager of engineering for the General Electric Company's Tube Division here, died October 7 at Ellis Hospital following a short illness. He is survived by his wife, Sarah Warner Pike.

The deceased had been with General Electric for 30 years.

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**Television Topics**

**Color Adapters Ready For Early Shipment**

(Continued from Page 1)

the confused situation existing in the TV industry today caused by numerous public statements from all sides, has undoubtedly hampered sales and upset consumers and dealers.

Commander will produce its TV sets to receive the present black and white and CBS color, enabling each consumer to decide for himself whether he wishes to receive color broadcasts. The color adapter will enable the viewer, by turning a switch, to receive the color broadcasts, but in black and white only. Once a color adapter is built into a set, the cost is comparatively low. However, the cost of building the adapter into a set not equipped for color will run about ten times the initial factory cost. The company expects to be producing color converters shortly.

Washington—Hugh B. Terry, vice-president and general manager of KLZ, Denver, yesterday sent out telegraphic invitations to the press to meet with him this morning at the offices of Pierson & Ball, Washington attorneys, for a statement on color TV. Said Terry:

"In view of the constant flow of statements on color television, I will also have one." Terry, chairman of the NAB AM radio committee, declined to amplify his invitation.

Meade Davidson

Meade Davidson, 42, former news commentator for WRLW, New York, died Saturday, October 21, at his home in the Bronx, heart attack. He had discontinued his broadcasting activities when he first felt ill a year ago. At the time of his death, he had just written 5-minute programs tracing the history of the United States, which were being translated into foreign language broadcasts by the station.

**Gagglers Honor "Stooges"**

"Stooge Day," to pay tribute to the "foils" the unsung heroes of the comedy world, will be observed at the annual "Color and Table" luncheon to be held by the Gagwriters Institute at Trader Tom's Steak House tomorrow, October 26, at 1 p.m. J. C. Olsen, star stooge of the Broadway hit "Pardon Our Attorney," and Johnson TV shows of the past, will be guest of honor at the luncheon.
NAB Group Reopens Issue Of Giveaways

(Continued from Page 1)

Supreme Court has held that broad-
cast giving is not a public service under the jurisdiction of the FCC, therefore is not subject to state regulation.

These broadcasters are understood to have demanded that the NAB take an active hand in the present anti-giveaway wave that has broken out in Wisconsin and other states, or face depletion of membership.

Pointing up the intense interest of association members in the revived issue of giveaways was the announcement that Ben A. Laird, president of WDUZ, Green Bay, Wis., and president of the Wisconsin Broadcasters Assn., in Washington for the meeting of the NAB committee, called an emergency meeting of the WBA board for Friday, Oct. 27, at the Loew's State, Madison, Wis., to discuss the recent ruling of the attorney general on giveaway programs.

Wisconsin a Case in Point

In a long-distance conversation last night with Kenneth Schmidt of WIBA, Madison, secretary of the association, Laird said the ruling of Oct. 19 of Attorney General Thomas Fairchild may mean the end of giveaway programs on all radio stations in the United States.

“I am deeply concerned over the ruling,” said Laird in an exclusive statement to Radio Daily. “I have ordered all giveaway programs, both network and local, cancelled on our own station. If this ruling by the attorney general is upheld, the giveaway programs on all radio stations are doomed.”

Cancel “Stop the Music”

Two weeks ago the Wisconsin Broadcasters Assn. board met in regular session and on the agenda was the issue of giveaways. Laird said the board, Oct. 19 attorney general Fairchild, who is a candidate for the U. S. Senate on the Democratic ticket, cracked down on giveaway programs, holding them illegal in the state of Wisconsin.

WTMJ, Milwaukee, the Milwaukee Journal station operated by Walter J. Damm, was the first to cancel “Stop the Music,” a network feature. WTMJ cancelled all giveaway programs. Subsequently most stations in the state followed suit.

“We are faced with the situation of a farm house to inquire about a good place to have lunch. The woman who answered the door recommended a place ‘down the road a-piece’—but added that she didn’t think Mrs. Soaso was serving meals that day. Lyda, who was interested to know why, ‘Oh, she’s down sick,’ was the answer. ‘Got ptomaine.’”

Loring Promoted At CFCF

Montreal, Canada—Rex Loring, film and newsreel commentator, has been appointed associate news editor-newscaster at CFCF, Rex, formerly with CKOY in Ottawa as newscaster, joined CFCF in July.

Air Ringing Bros. Circus

How it’s done by the Ringling Brothers circus who broadcast into a KATL microphone during the opening performance of the Ringling Brothers circus here seemed to be doing so with something less than “the greatest of ease” there is a very simple explanation. He was Johnnie Edwards, program director of the five-kilowatt independent, risking his neck in order to bring to KATL listeners an authentic description of how the big arena looks to the aerialists from their high perches. For the third straight year KATL interrupted its regular program schedule to bring the thrills of the circus to listeners and others unable to get to the big top.

Kenneth Schmidt, secretary; Jean Heal, WTCH, Schawono, treasurer; George Fritchett, WFHR, Wisconsin Rapids, chairman; Edward Dahl, WKBH, La Crosse; Bruce Wallace, WTMJ, Milwaukee.

On Oct. 19 Attorney General Fairchild held that “Stop the Music” and seven other giveaway programs violated the lottery laws of the State of Wisconsin.

Maffe Executive At WEIM

Fitchburg, Mass.—Henry C. Molina, Jr., owner and general manager of WEIM, has announced the appointment of Al Maffe as commercial and promotion manager. Mr. Maffe is the resourceful executive who recently put WTSX, Brattleboro, Vt., on the air from a trailer when its permanent quarters were not completed in time for the first broadcast of the station.

Ehrhart Leaving WTMX

Charleston, S. C.—Robert G. Ehrhart leaves WTMX this month after fifteen months of service as news director in the “Big Market” WBCN, Charleston, S. C., and will go to WKBK, a larger city station.

“In an exclusive interview,” said Laird, “Mr. Ehrhart said that since he has been with WTMX, he has had the opportunity to see the South as well as the North.”

“Homecooking”

Worcester, Mass.—When Lyda Flanders of the WTAG “Modern Kitchen” show, recently visited her home, she arrived at a farmhouse to inquire about a good place to have lunch. The woman who answered the door recommended a place “down the road a-piece” —but added that she didn’t think Mrs. Soaso was serving meals that day. Lyda, who was interested to know why, “Oh, she’s down sick,” was the answer. “Got ptomaine.”

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Emergency FM Plan Considered In N. Y. C.

(Continued from Page 1)

inhabitants in case of sudden catastrophes.

The plan provides for loudspeakers to be placed strategically throughout the city. It would supplement the present siren system by broadcasting instructions and warnings to the street crowds to keep them out of danger areas and provide for safe and organized rescue work.

Originator of the plan is Stanley Joseph, head of the Store-ast Corporation of America, an organization which broadcasts music and announcements from the top of the department stores in the Midwest.

Under his plan, the FM network of loudspeakers, all tuned to one emergency frequency, can be put on the air by turning on a switch which would transmit commercials and broad-casts on the city’s local FM stations and leave wires free for the street announcements.

Mass FFluaction By AV-TV Urged By Seymour Siegel

Mass democracy cannot succeed without mass education and the most effective tools, radio and TV, are giving the people vaudeville and music, audience participation shows instead of discussions of the broad public issues of the day, Seymour N. Siegel, director of radio communications for New York City, told the Cooper Union Forum, Sunday night in his address on “Ideas on the Air.”

Siegel said: “One of the striking things about this century in our work in the experiment of basing government not on a single group, not on those who have the most talent and the best education, but upon everybody. Mass democracy is trying to draw everyone into the process of government. This was considered not to be within the reach of those who had to earn their daily bread by the sweat of their brow.”

Continuing, Siegel said: “Radio and TV are merely the tools. The question is how they are being used. Now it surely cannot be in the best interest of our nation that such a large percentage of our listening time should be devoted to soap operas, variety vaudeville and light music, audience participation shows, quiz shows and nonsensical quiz programs. I think our highly developed communications system is doing very little to raise the culture and the reasonableness of the American people.”

OFFICE SPACE